

# **CENSUS.GOV Update**

**Census Information Centers Annual Meeting  
August 23, 2018**

---

# AGENDA:

1. Census.gov Refresh
2. Data Integration – future plans
3. Roadmap
4. Questions

# REFRESH GOALS:

- Simplify the Census.gov user experience
- Modernize the look and feel, leveraging the existing migrated content structure
- Take a search and mobile-first approach
- Design to integrate with key initiatives (i.e. CEDSCI and 2020 Census)
- Continue implementing the 5-year roadmap

**“CREATE A CLEAR PATH TO DATA & INFORMATION”...**

# PATTERN LIBRARY: DIGITAL EXPERIENCE



## Foundational

HOME

COLORS

TYPOGRAPHY

LAYOUT CLASSES

LAYOUT ALIGNMENT

## Components

BUTTONS

FORMS AND INPUTS

## Patterns

NEWS LIST TYPE

BULLETED LIST

CONTENT HEADERS

ACCORDION

CONTEXTUAL NAVIGATION

BANNERS

SPECIAL HEADERS

VISUAL LIST

PAGE TABS

## Primary Colors



Hex: #112e51



#112e51 #284262 #405773 #586c85 #708196 #8896a8 #9fab99 #cfd5dc



#e7e5ed

## Secondary Colors



Hex: #4b636e



#4b636e #5d727c #819199 #93a1a8 #a5b1b6 #b7c0c5 #c9d0d3 #dbdfe2



#edeff0



Hex: #78909c



#78909c #859ba5 #93a6af #a0b1b9 #aebcc3 #bbc7cd #c9d2d7 #d6dde1 #e4e8eb



#f1f3f5



Hex: #ff7043



#ff7043 #ff7e55 #ff8c68 #ff9a7b #ffa98e #ffb7a1 #ffc5b3 #ffd4c6 #ffe2d9



#fff0ec

## Accent Colors



Hex: #0095a8



#0095a8 #199fb0 #32aab9 #4cb4c2 #66bfca #7fcd3 #99d4dc #b2dfe4 #cce9ed



#e5f4f6

## Typography

H1 - Roboto Regular 56px

H1 - Roboto Medium 45px

H2 - Roboto Regular 45px

H2 - Roboto Medium 34px

H3 - Roboto Regular 34px

H3 - Roboto Medium 24px

H4 - Roboto Medium 18px

H4 - Roboto Medium 12px

H4 - Roboto Medium 12px

Body - Roboto Medium 24px

Body - Roboto Medium 20px

Body - Lora Regular 18px

Body - Subheading 1 Roboto Regular 16px

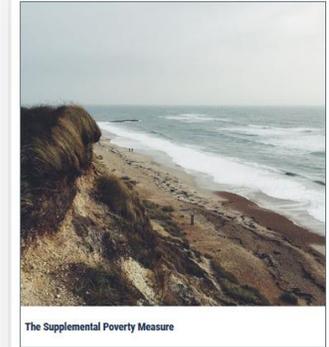
Body - Sub Heading 2 Roboto regular 14px

Body - Caption Roboto Regular 12px

## HTML

```
<h1 class="uscb-h1">H1 - Roboto Regular 56px</h1>
<h2 class="uscb-h2">H2 - Roboto Regular 45px</h2>
<h3 class="uscb-h3">H3 - Roboto Regular 34px</h3>
<p class="uscb-body-text">Body - Roboto Medium 24px</p>
<p class="uscb-body-text">Body - Roboto Medium 20px</p>
<p class="uscb-sub-heading-1">Body - Subheading 1 Roboto Regular 16px</p>
<p class="uscb-sub-heading-2">Body - Sub Heading 2 Roboto regular 14px</p>
<p class="uscb-caption-text">Body - Caption Roboto Regular 12px</p>
```

## Visual List



The Supplemental Poverty Measure

## HTML

```
<section class="uscb-layout-row uscb-layout-column-md uscb-layout-align-space-between">
  <div class="uscb-file-row uscb-row-md-10 uscb-visual-list-border">
    
  </div>
  <div class="uscb-title-1">The Supplemental Poverty Measure</div>
</section>

<div class="uscb-file-row uscb-row-md-10 uscb-visual-list-border">
  
  <div class="uscb-title-1">The Supplemental Poverty Measure</div>
</div>
```

## News List Type

Press Release | October 31, 2017

### Highlighting Our Nation's Veterans

Discover new statistics released July 13 on detailed race, Hispanic Origin, ancestry, and tribal population groups, based on the 2011-2015 ACS. This is filler.

America Counts | October 31, 2017

### Census Bureau Releases Common Pay Patterns and Extra Earnings Brief

The ACS provides data tables including Comparison and Selected Population Profiles, and Subject, Detailed, Ranking, and Geographic Comparison.

Facts for Features | October 31, 2017

### American Indian and Alaska Native Heritage Month: November 2017

Discover new statistics released July 13 on detailed race, Hispanic Origin, ancestry, and tribal population groups, based on the 2011-2015 ACS.

## HTML

```
<div>
  <p class="uscb-caption-text uscb-primary-blue-text">CAPTION</p>
  <p class="uscb-title-1 uscb-margin-TD-02">TITLE</p>
  <p class="uscb-sub-heading-2 uscb-light-gray-text">BODY</p>
</div>
```

# QUICKFACTS REFRESH

- Adoption of the design library
  - new color palette
- Next version will fully leverage the Open Data API for data



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

**QuickFacts**  
**UNITED STATES**

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

What's New & FAQs >  
Tell us what you think >

-- Select a fact --
▼

↺  
CLEAR

📊  
TABLE

📍  
MAP

📈  
CHART

🏠  
DASHBOARD

🔗  
MORE

**Dashboard - UNITED STATES**

Population estimates, July 1, 2017, (V2017)

All Topics
▼

UNITED STATES

<span style="font-size: 0.8em;">👤</span> PEOPLE	
Population	
<span style="font-size: 0.8em;">📌</span> Population estimates, July 1, 2017, (V2017)	325,719,178
<span style="font-size: 0.8em;">📌</span> Population estimates, July 1, 2016, (V2016)	323,127,513
<span style="font-size: 0.8em;">📌</span> Population estimates base, April 1, 2010, (V2016)	308,758,105
<span style="font-size: 0.8em;">📌</span> Population estimates base, April 1, 2010, (V2017)	308,758,105
<span style="font-size: 0.8em;">📌</span> Population, percent change - April 1, 2010 (estimates base) to July 1, 2017, (V2017)	5.5%
<span style="font-size: 0.8em;">📌</span> Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)	4.7%
<span style="font-size: 0.8em;">📌</span> Population, Census, April 1, 2010	308,745,538
Age and Sex	
<span style="font-size: 0.8em;">📌</span> Persons under 5 years, percent, July 1, 2016, (V2016)	6.2%
<span style="font-size: 0.8em;">📌</span> Persons under 5 years, percent, April 1, 2010	6.5%
<span style="font-size: 0.8em;">📌</span> Persons under 18 years, percent, July 1, 2016, (V2016)	22.8%
<span style="font-size: 0.8em;">📌</span> Persons under 18 years, percent, April 1, 2010	24.0%
<span style="font-size: 0.8em;">📌</span> Persons 65 years and over, percent, July 1, 2016, (V2016)	15.2%
<span style="font-size: 0.8em;">📌</span> Persons 65 years and over, percent, April 1, 2010	13.0%
<span style="font-size: 0.8em;">📌</span> Female persons, percent, July 1, 2016, (V2016)	50.8%
<span style="font-size: 0.8em;">📌</span> Female persons, percent, April 1, 2010	50.8%
Race and Hispanic Origin	
<span style="font-size: 0.8em;">📌</span> White alone, percent, July 1, 2016, (V2016) (a)	76.9%
<span style="font-size: 0.8em;">📌</span> Black or African American alone, percent, July 1, 2016, (V2016) (a)	13.3%
<span style="font-size: 0.8em;">📌</span> American Indian and Alaska Native alone, percent, July 1, 2016, (V2016) (a)	1.3%

For places on the map, populations of 5,000 or more are shown

Google

Map data ©2018 Google, INEGI Terms of Use

0

9,890,000

19,780,000

29,670,000

39,560,000

Alabama +

Alaska +

Arizona +

Arkansas +

+

+

+

+

5

# HEADER/FOOTER

## Desktop

**United States Census Bureau** Search

BROWSE BY SUBJECT EXPLORE DATA SURVEYS & PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US

### Measuring the Holiday Season

Contains links to various social, economic and demographic statistics related to the festive season.

#### POPULATION CLOCK a few seconds ago

USA: 326,188,424  
WORLD: 7,326,404,333

#### LATEST ECONOMIC INDICATORS

- ↑ 99.2% (\$3,730.3 B) **Selected Services Revenue**  
3RD QUARTER 2017 REPORT | Released 10AM EST, 11/17/17
- ↑ 13.7% (1,290,000) **New Residential Construction**  
3RD QUARTER 2017 REPORT | Released 10AM EST, 11/17/17
- ↑ 13.7% (1,290,000) **Advanced Report Durable Goods**  
3RD QUARTER 2017 REPORT | Released 10AM EST, 11/17/17

#### Sign Up for Email Updates

To sign up for updates please enter your contact information below.

Enter your email address

#### Stay Current

- America Counts
- Director's Blog
- Random Samplings
- Research Matters

#### Stay Connected

- 
- 
- 
- 
- 
- 

Census Jobs  
Information Quality  
Data Linkage Infrastructure  
Data Protection and Privacy Policy  
Support Accessibility  
FOIA  
U.S. Department of Commerce  
USA.gov

Census Jobs | Information Quality | Data Linkage Infrastructure | Data Protection and Privacy Policy | Support | Accessibility | FOIA | U.S. Department of Commerce | USA.gov

Measuring America's People, Places and Economy

## Mobile

**United States Census Bureau** Search

### Measuring the Holiday Season

#### POPULATION CLOCK a few seconds ago

USA: 326,188,424  
WORLD: 7,326,404,333

#### LATEST ECONOMIC INDICATORS

- Selected Services Revenue**  
11/17/17, 10AM EST
- New Residential Construction**  
11/17/17, 10AM EST
- Advanced International Trade: Goods**  
11/17/17, 10AM EST

#### SURVEYS

### Your Voice Matters.

Find out about our surveys and how to respond to a survey you've received.

#### Sign Up for Email Updates

To sign up for updates please enter your contact information below.

Enter your email address

#### Stay Current

- Director's Blog
- Random Samplings
- Global Reach
- Research Matters

#### Stay Connected

- 
- 
- 
- 
- 

Census Jobs  
Information Quality  
Data Linkage Infrastructure  
Data Protection and Privacy Policy  
Support Accessibility  
FOIA  
U.S. Department of Commerce  
USA.gov

Measuring America's People, Places and Economy

# HOMEPAGE

- Create flexibility that can easily accommodate:
  - Infusion of data
  - Campaign takeovers
  - Ability to unveil more content



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

## Desktop

## Mobile

### The Wealth of Veterans

November 6, 2017  
 The report will use data from the 2014 Survey of Income and Program Participation to describe the wealth of veterans of various ages.

### Common Pay Patterns and Extra Earnings: 2013

October 2017  
 The brief examines the different types of pay received during 2013: wage and salary and extra earnings (commissions, tips, overtime, and...)

### Summary of Quarterly Survey of Public Pensions for 2017: Q2

October 2017  
 This brief announces the different types of pay received during 2017: wage and salary and extra earnings (commissions, tips, overtime, and...)

**MORE PUBLICATIONS**

### Recent Visualizations

- CPS Historical Geographical Mobility/Migration Graphs
- Innovative Technologies Ensure a Complete and ...
- AJAN Population: Percent of Total Population

### Upcoming Events & Trainings

All Events

- NOV 5 2017 **Census Business Builder – Small Business and Regional Analyst Editions: A Primer** Online Training 3pm
- DEC 5 2017 **Census Business Builder – Small Business and Regional Analyst Editions: A Primer** Online Training 3pm
- DEC 5 2017 **Census Business Builder – Small Business and Regional Analyst Editions: A Primer** Online Training 3pm

**FULL CALENDAR**

### Sign Up for Email Updates

To sign up for updates please enter your contact information below.

Enter your email address

**SUBSCRIBE**

### Stay Current

Director's Blog  
 Random Samplings  
 Global Reach  
 Research Matters

### Stay Connected

Facebook  
 Twitter  
 LinkedIn  
 YouTube

Census Jobs  
 Information Quality  
 Data Linkage Infrastructure  
 Data Protection and Privacy Policy  
 Support Accessibility  
 FOIA  
 U.S. Department of Commerce  
 USA.gov

Measuring America's People, Places and Economy

# NAVIGATION

## Desktop

United States Census Bureau

Search

BROWSE BY SUBJECT EXPLORE DATA SURVEYS & PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US

People & Population  
**Race & Ethnicity**  
 Families & Living Arrangements  
 Employment

Income & Poverty  
 Housing  
 Education  
 Public Sector  
 International Trade

Research  
 Geography Programs  
 Geo Coder  
 Emergency Preparedness  
 All Browse by Subject

Measuring the Holiday Season [Read More](#)

**LATEST ECONOMIC INDICATORS**

- ↑ 99.2% (\$3,730.3 B)  
**Selected Services Revenue**  
3RD QUARTER 2017 REPORT | Released 10AM EST, 11/17/17
- ↑ 13.7% (1,290,000)  
**New Residential Construction**  
3RD QUARTER 2017 REPORT | Released 10AM EST, 11/17/17
- ↑ 13.7% (1,290,000)  
**Advanced Report Durable Goods**  
3RD QUARTER 2017 REPORT | Released 10AM EST, 11/17/17
- ↑ 13.7% (1,290,000)  
**Advanced Report Durable Goods**  
3RD QUARTER 2017 REPORT | Released 10AM EST, 11/17/17

[All Economic Indicators](#)

**SURVEYS**  
 Your Voice Matters.  
 Find out about our surveys and how to respond to a survey you've received. [→](#)

**QUICK FACTS**  
 Did you Know?  
 The average household in the United States has 3.5 people. [→](#)

Latest News from Census

News  
**Services Sector Revenue Rises to \$15.5 Trillion**  
 October 12, 2017  
 Revenue generated by service sector firms increased 4.4

## Mobile

United States Census Bureau

Search

EXPLORE DATA  
 Are you in a survey?  
 2018 End-to-End Census Test

BROWSE BY SUBJECT  
 2017 Census Test  
 Economic Census

SURVEYS AND PROGRAMS  
 2020 Census  
 2010 Census

FIND A CODE  
 Special Census Program  
 American Community Survey (ACS)

AUDIENCES  
 Survey of Income and Program Participation (SIPP)

ABOUT US  
 American Housing Survey (AHS)  
 All Surveys and Programs

SUPPORT

Navigation terms are illustrative only

# FACETED FILTERING

Helping users find information faster and easier

The screenshot displays a web interface for a library of publications. On the left, a 'Filters' sidebar is visible, containing two main sections: 'TOPICS' and 'SURVEYS & PROGRAMS'. The 'TOPICS' section lists various categories such as 'Business', 'Census Operations', 'Economy', 'Education', and 'Employment', each with a dropdown arrow. The 'Business' category is currently selected. Below the 'TOPICS' section, there is a search bar labeled 'Search'. The main content area on the right is titled 'Publications' and includes a breadcrumb trail '// Library / Publications'. Below the title, there is a description: 'Publications, briefs and reports from Census Bureau experts.' and a link to 'View lists of publications by series.' A 'Your Filters' box shows 'United States' as the active filter, with a 'Clear All Filters' link. Below the filter box, there is a pagination indicator 'Page 1 of 3' and a 'Sort by' dropdown menu set to 'Oldest to Newest'. The main content area lists three publications, each with a date, a title, and a brief description.

// Library / Publications

## Publications

Publications, briefs and reports from Census Bureau experts.

[View lists of publications by series.](#)

**Your Filters** (Found 27 results) [Clear All Filters](#)

**United States** X

Page 1 of 3 > Sort by **Oldest to Newest** v

---

JANUARY 23, 2018  
**Summary of the Quarterly Survey of Public Pensions for 2017: Q3**  
For the 100 largest public-employee pension systems in the country, assets (cash and investments) totaled \$3,691.1 billion in the third quarter of 2017.

---

DECEMBER 19, 2017  
**Quarterly Summary of State and Local Government Tax Revenue: 2017 Q3**  
Quarterly estimates of state and local government tax revenue at a national level, as well as detailed tax revenue data for individual states.

---

DECEMBER 05, 2017  
**Survey of Market Absorption: Third Quarter 2017 – Absorptions**  
This report presents data on how soon privately financed, nonsubsidized, unfurnished units in buildings with five or more units were rented (absorbed).

---

NOVEMBER 30, 2017  
**Small Area Income and Poverty Estimates: 2016**  
Examines annual trends in income and poverty at the state, county, and school district levels based on the 2016 Small Area Income and Poverty Estimates.

# TOPIC PAGES

- Access to Quick data points
- Link to data.census.gov data profiles
- Funnel to more content by sub topics

The screenshot shows the 'People and Population' topic page on the U.S. Census Bureau website. The page features a navigation bar at the top with links for 'BROWSE BY SUBJECT', 'EXPLORE DATA', 'SURVEYS & PROGRAMS', 'AUDIENCES', 'FIND A CODE', and 'ABOUT US'. Below the navigation bar, the page title 'People and Population' is displayed, followed by a brief description: 'The U.S. Census Bureau is the leading source of statistical information about the nation's people. Our population statistics come from decennial censuses, which count the entire U.S. population every ten years, along with several other surveys.'

Four key statistics are highlighted with icons and data points:

- U.S. Population: 325,265,189
- U.S. Veteran Population: 20,108,332
- Persons of 65 years and over: 15.2%
- Population change 4/1/10-7/1/16: 4.7%

A 'VIEW MORE DATA' button is located below these statistics. To the right, a 'FEATURED' section highlights a press release from November 30, 2017, titled 'Small Area Income and Poverty Estimates for Counties'. The text of the press release states: 'In 2016, the median household income for all counties ranged between \$22,045 and \$134,609, with a median county-level value of...'

The page is organized into three main sections:

- Within This Subject:** A grid of eight sub-topics, each with a title, a brief description, and a right-pointing arrow icon. The sub-topics are: Counts, Estimates, and Projections; Population Change and Components; Native and Foreign Born; Language Spoken at Home; Residential Mobility; Ancestry; Computer Internet Use; and Age and Sex.
- Subject Overview:** A list of links for 'About People and Population', 'Guidance for Data Users', 'Surveys and Programs', and three 'Placeholder' items.
- Related Subjects:** A list of links for 'Age and Sex', 'Language Spoken at Home', 'Ancestry', 'Native and Foreign Born', 'Residential Mobility', and 'Veterans'.

# USER-BASED & PROMOTION EXPERIENCE

- Establishing audience based navigation for educators, developers, media, partners, etc.
- Can be used to create a promotional experience to funnel audience to a specific action

United States Census Bureau

STATISTICS IN SCHOOLS ACTIVITIES RESOURCES STANDARDS ABOUT

// Statistics in Schools

STATISTICS IN SCHOOLS

## Statistics in Schools for Students and Teachers

### Education Resources

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

**Math Activities**  
Explore the Activities

Teach your students about the importance of math and statistics with resources that engage students by using real life data.

**History Activities**  
Explore the Activities

Discover activities based on a range of historical eras and a variety of topics.

**State Facts for Students**  
Explore the Activities

Help students learn about their state as they collect, organize, analyze, map, and graph a variety of information in "State Facts for Students."

### Upcoming Events & Training

ALL

EVENTS FILTER

EVENT FILTER 2

FULL CALENDAR

NOV 5 2017	<b>Using Census Data in Schools</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor.	Online Webinar 3pm
DEC 5 2017	<b>Census Business Builder – Small Business and Regional Analyst Editions: A Primer</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor.	Newport Marriott 3pm
JAN 5 2018	<b>Census Business Builder – Small Business and Regional Analyst Editions: A Primer</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar sic tempor.	Census Bureau 3pm

# VISUAL LIST

- Updated look
- Larger title text
- Filtering component - coming

U.S. Department of Commerce | Blog | Index A-Z | Glossary | Home

United States Census Bureau

TOPICS: Population, Economy | GEOGRAPHY: Maps, Products | LIBRARY: Infographics, Publications | DATA: Tools, Developers | SURVEYS/PROGRAMS: Response, Survey Data | NEWSROOM: News, Blogs | ABOUT US: Our Research

# Census.gov / Topics / Population / Population Visualizations

## Population

About this Topic:  
America Counts: Stories  
Data  
News  
Publications  
Surveys/Programs  
Videos  
**Visualizations**  
Working Papers

### Visualizations

Sorted by date of release (newest from top/left).

All 2018 2017 2016 2015 2014 2013 MORE

All  
Page 1 of 14

- How Many Back Home? 2018 NCAA Men's Basketball Final Four**  
Population of the Four College Towns and 10 of the 2018 NCAA Men's Basketball Final Four...
- Texas Keeps Getting Bigger**  
Population of the Four College Towns and 10 of the 2018 NCAA Women's Basketball Final Four...
- An Aging Nation: Projected Number of Children and Older Adults**  
For the First Time in U.S. History Older Adults Projected to Outnumber Children by 2025
- Driving Population Growth: Projected Number Added to U.S. Population**  
Population of the Four College Towns and 10 of the 2018 NCAA Women's Basketball Final Four...
- From Pyramid to Pillar: A Century of Change in Selected Occupations Since 2000**  
Population of the United States
- Change in Women's Participation in Selected Occupations Since 2000**  
Change in Selected Occupations Since 2000
- State & Local Government Snapshot**  
2018 State & Local Government's Combined Revenue
- Women's Earnings by Occupation**  
Median Annual Income by Occupation
- Where Irish Eyes Are Smiling**  
Irish Ancestry as a Percentage of Each State's Population
- Big Game Census**  
16th Game Census
- Black Education on the Rise**  
Population Age 25 and Older Bachelor's Degree or Higher
- Happy New Year 2018**  
Happy New Year 2018
- U.S. Population Up 5.90% Since the 2010 Census**  
U.S. Population is 318.5 Million as of July 1, 2017
- Idaho is Nation's Fastest-Growing State**  
Idaho is Nation's Fastest-Growing State
- America's Education: Population 25 and Over by Educational Attainment**  
Population age 25 and over by Educational Attainment
- Bengali Speakers**  
Bengali Speakers
- Haitian Speakers**  
Haitian Speakers
- Limited English Speaking Households as a Percentage of County Total**  
Limited English Speaking Households as a Percentage of County Total
- Punjabi Speakers**  
Punjabi Speakers

1 2 3 4 5 6 7 8 9 10 >>

# MAIN ENTRY PAGES: SURVEYS & PROGRAMS

The desktop view of the American Community Survey (ACS) main entry page features a dark blue header with the United States Census Bureau logo and navigation links for Topics, Geography, Library, Data, Survey Programs, Newsroom, and About Us. The main content area is titled "American Community Survey (ACS)" and includes a brief description of the survey's purpose. Below this, there are several featured articles with images, such as "2016 Data Release" and "New Preview of County Profiles on data.census.gov". A left-hand navigation menu lists various sections like "About the Survey", "Respond to the Survey", "Data", "Guidance for Data Users", "Technical Documentation", "Methodology", "Library", "Operations and Administration", and "Contact Us". At the bottom, there are buttons for "VIEW ALL NEWS" and "VIEW ALL LIBRARY".

Mobile

The mobile view of the ACS main entry page features a dark blue header with the United States Census Bureau logo and a search bar. The main content area is titled "American Community Survey (ACS)" and includes a "Sections" dropdown menu. Below this, there is a paragraph describing the survey as a method of collecting and analyzing social, economic, and geographic data. There are also "Quick Links" for "What is the American Community Survey?", "How do I respond to the ACS?", and "Where can I get ACS data?". A "Data Tables and Tools" section is also visible, with a brief description of the data tables provided.

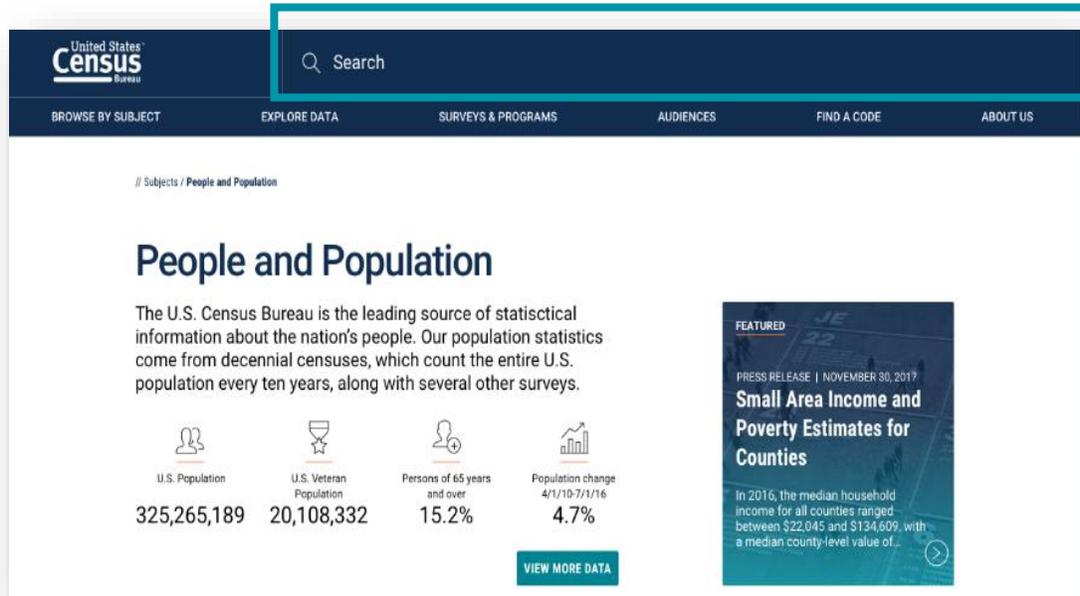
This mobile view of the ACS main entry page features a dark blue header with the United States Census Bureau logo and a search bar. The main content area is titled "American Community Survey (ACS)" and includes a "Sections" dropdown menu. Below this, there is a "Back to our Programs and Surveys" button. A paragraph describes the survey as a method of collecting and analyzing social, economic, and geographic data. There are also "Quick Links" for "What is the American Community Survey?".

# INTEGRATION WITH DATA

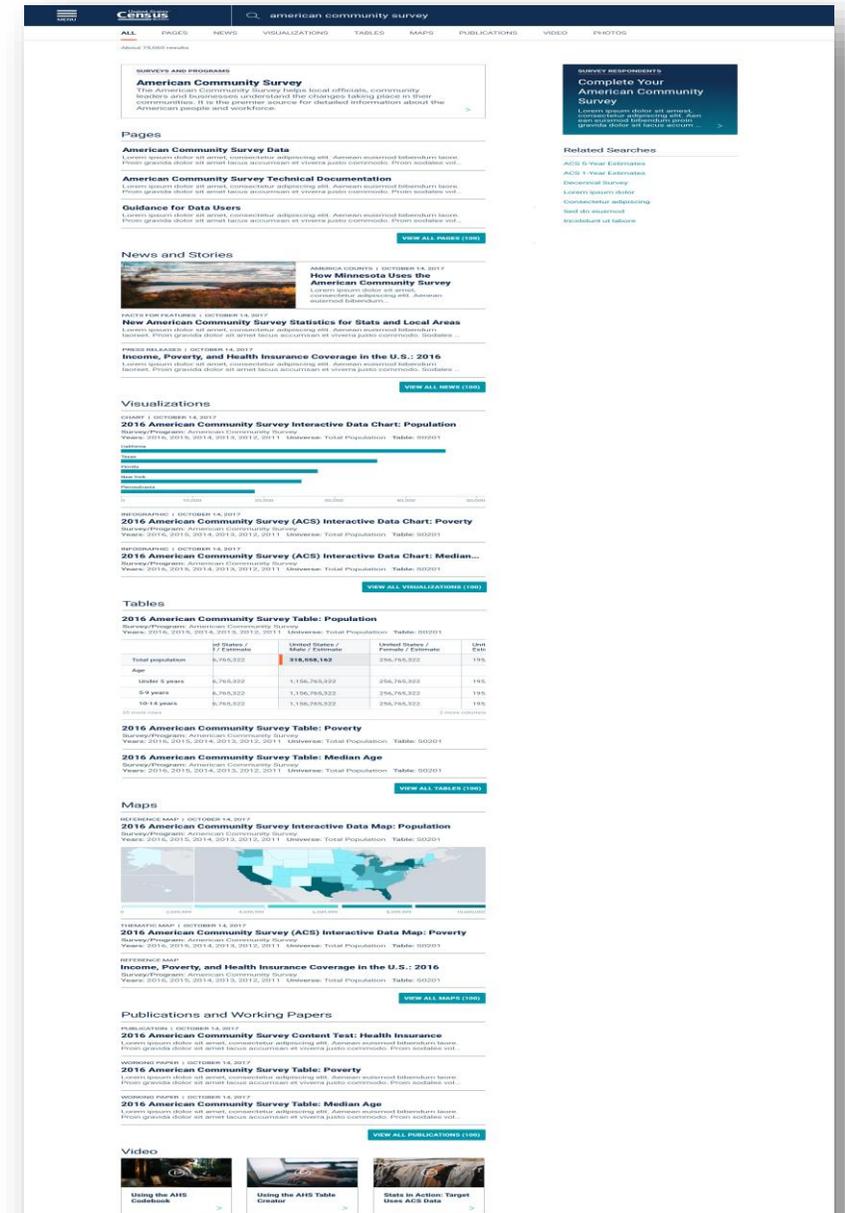
## Transform and expand the dissemination of Census content and better serve our internal and external customers

- Enable data to be easily **discovered**, **accessed**, and **consumed** via Census.gov
- Make data useful for a **diverse set of customer needs**
- Take advantage of **digital opportunities**

# FUTURE INTEGRATION POINTS



Customers will be able to search directly from [Census.gov](https://www.census.gov) and get relevant content, data tables, statistics, videos, publications, and images.



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

# EXPLORE DATA

United States Census Bureau

EXPLORE DATA

Pardon our Dust  
We're Building New Ways to Explore Census Data

Explore the leading source of quality data about the nation's people and economy.

Discover Geography Profiles  
Explore Virginia

Visualize Enhanced Mapping and Data  
Explore the Activities

Interact Information at a Glance  
Explore the Activities

ACCESS DATA.CENSUS.GOV

ACCESS EXISTING DATA TOOLS

Customers will have access to existing and new ways to explore Census data from the Data tab.

Census Tools and Applications

API Documentation

Pattern Library

Register for an API Key

QuickFacts

Quick and easy access to data

NAICS LOOKUP

American Fact Finder

Population Clock

Census Business Builder

ALL TOOLS AND APPLICATIONS

Data Tables

Browse Census data tables (.xls) by topic

Population Data Tables

Economy Data Tables

Business Data Tables

Education Data Tables

Employment Data Tables

Census API

Learn the basics of the Census API, from table response to data discovery methods. [Explore More](#)

API Documentation

Pattern Library

Register for an API Key

Upcoming Events & Trainings

ALL

EVENTS FILTER

EVENT FILTER 2

FULL CALENDAR

NOV 5 2017

Using Census Data in Schools

DEC 5 2017

Census Business Builder – Small Business and Regional Analyst Editions: A Primer

JAN 5 2018

Census Business Builder – Small Business and Regional Analyst Editions: A Primer

Sign up for Email Updates

Stay Current

Stay Connected

Enter your email address

Subscribe

Measuring America's People, Places and Economy

# MAP EMBEDS

Bringing interactive data elements from the new data platform into content such as Publications, Stats for Stories.

The screenshot shows the top navigation bar with the United States Census Bureau logo and a search bar. Below the navigation are tabs for 'BROWSE BY SUBJECT', 'EXPLORE DATA', 'SURVEYS & PROGRAMS', 'AUDIENCES', 'FIND A CODE', and 'ABOUT US'. The main content area is titled 'People and Population' and includes a sub-header '// Subjects / People and Population'. Below this is a paragraph describing the Census Bureau's role. A grid of four statistics is displayed: U.S. Population (325,265,189), U.S. Veteran Population (20,108,332), Persons of 65 years and over (15.2%), and Population change (4.7%). A 'VIEW MORE DATA' button is present. To the right is a map titled 'Employment Status for the Population 16 Years and Over' with a legend and 'DATA NOTES' and 'VIEW FULL MAP' buttons. Below the map is a 'Subject Overview' section with links to 'About People and Population', 'Guidance for Data Users', 'Surveys and Programs', and 'Placeholder'. A 'Related Subjects' section lists 'Age and Sex' and 'Language Spoken at Home'. On the left, a 'Within This Subject' section contains six cards for 'Counts, Estimates, and Projections', 'Population Change and Components', 'Native and Foreign Born', 'Language Spoken at Home', 'Residential Mobility', and 'Ancestry', each with a 'VIEW MORE DATA' button.

The screenshot shows the top navigation bar with the United States Census Bureau logo and a search bar. Below the navigation is the 'Newsroom' section with a sub-header 'Stats for Stories: World Tourism Day'. A large 'Illustration Only' watermark is overlaid on the page. Below the watermark is a paragraph about World Tourism Day. A 'Key Stats' section follows, with a source citation. To the right is a map titled 'Employment Status for the Population 16 Years and Over' with a legend and 'DATA NOTES' and 'VIEW FULL MAP' buttons. Below the map is a paragraph of placeholder text. On the left, a 'Stats for Stories' sidebar lists 'About the Newsroom', 'Facts for Features', 'Press Releases', 'Press Kits', and 'Tip Sheets'. The bottom right corner of the page shows the number '17'.

# WHERE WE ARE

**Refresh Prep**  
 UAT Testing  
 Code revisions  
 Release planning



**Service Pack I**  
 Final homepage  
 New header and footer  
 New topic and subtopic templates



**AEM Upgrade Prep**  
 New Topic/  
 Sub-topic  
 pages live



**Refresh Prep**  
 Development  
 Usability Testing  
 Field Recruitment Enhancements

**Refresh Deployment I**  
 New look and feel  
 Promotional components  
 Interim refreshed homepage  
 Base Editable Templates



**Refresh Deployment II**  
 Final promotional components for 2020 Census  
 Refreshed audience-based experiences



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

# QUESTIONS



# Insights from Census.gov in the beginning of the refresh project

Examined site for:

- Most common pathways into and through the site
- The content that most visitors seek
- The scenarios in which it appears that visitors are abandoning their information quest.

## TOP ENTRY PAGES

NAICS	1,789,836
HOME PAGE	1,639,018
POP CLOCK	1,449,018
QUICKFACTS	1,398,190
AFF	1,364,830

**About 50% of visitors came from Google, and another 10% from other search engines.**

# PAGE VIEWS FOR MAIN SECTIONS

Home Page	2,147,185	5%
Surveys and Programs	1,740,826	4%
Topics	1,438,504	3%
Data	1,356,651	3%
Search	1,267,975	3%
Newsroom	1,083,192	3%
Library	730,245	2%
About Us	449,380	1%
Geography	216,685	.8%

*12-month period*

# SITE PATHWAYS

## FROM NAICS

NAICS	46%
Exited Site	17%
Search Results	3%
Economic Stats	3%
Data	2%
Home Page	1%
Product Catalog	.2%
Index A-Z	.2%
Library	.2%
Geography & Maps	.2%
Business Help Site	.1%
Schedule B	.1%

## FROM HOME PAGE

Exited Site	24%
Search Results	21%
Data	5%
AFF	5%
QuickFacts	4%
Population	4%
Pop Clock	4%
Geography & Maps	3%
Economic Stats	2%
Are you in a survey?	1%
ACS	1%
2010 Census	1%

## FROM POP CLOCK

Exited Site	73%
Pop Clock	12%
QuickFacts	4%
Home Page	2%
Search Results	2%
Population	2%
International Programs	1%
Data	1%
Geography & Maps	.5%
Economic Stats	.2%
Race	.1%
Income and Poverty	.05%