

# Measuring America: People, Places and Our Economy

SCD/CIC Joint Meeting  
October 12, 2011

Stephen Buckner, Center for New Media & Promotions

# 2010 Census to Measuring America

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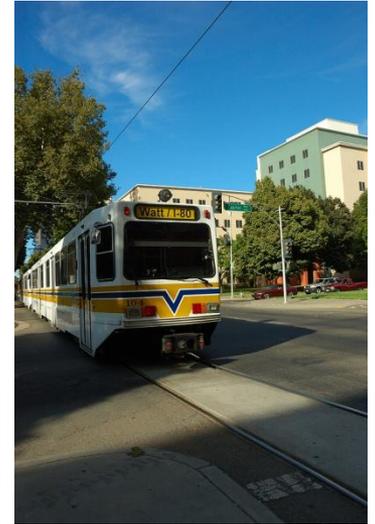
United States<sup>®</sup>  
**Census**  
**2010**

**IT'S IN OUR HANDS**



United States<sup>™</sup>  
**Census**  
**Bureau**  
*Measuring America*

# Evergreen Promotion and Practice Areas



# Example: Economic Statistics

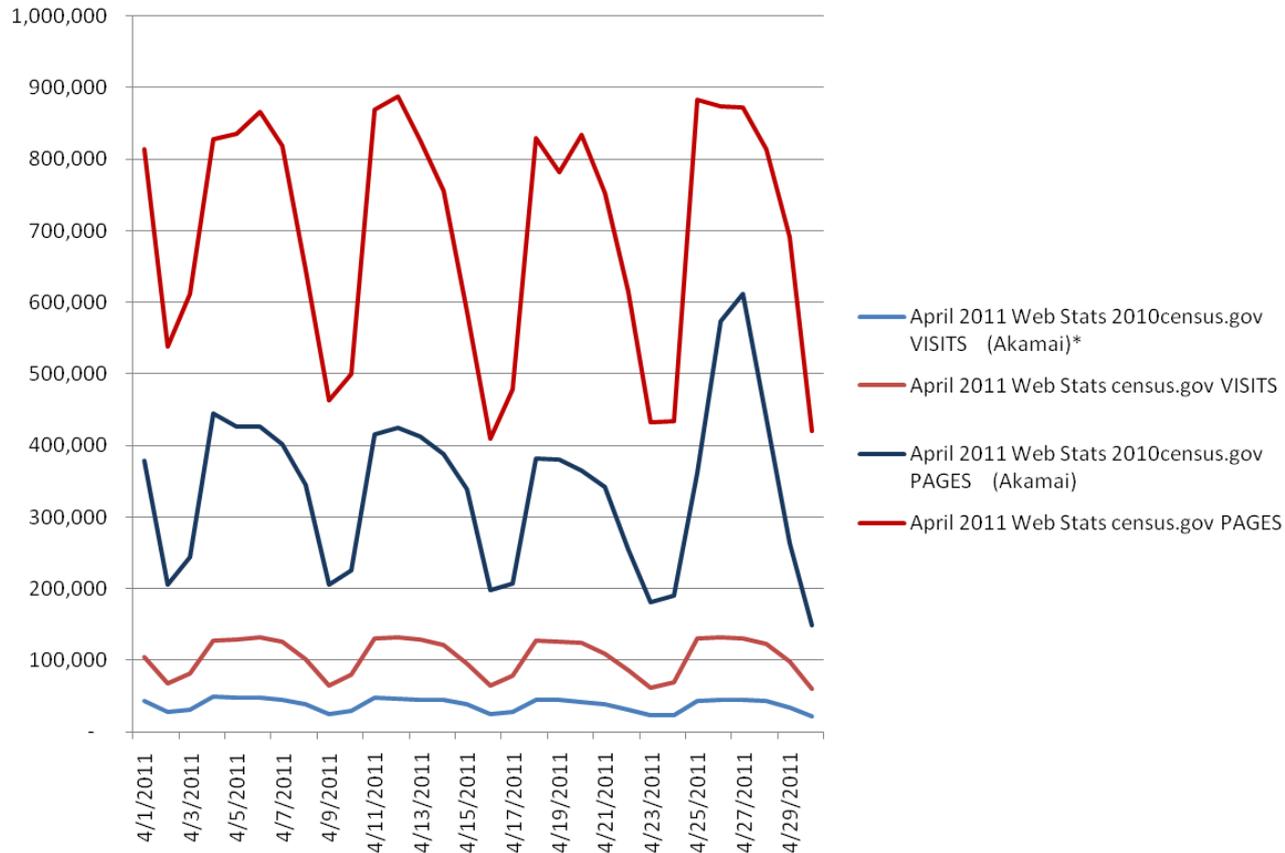
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- Increase awareness levels about how the Census Bureau measures America's economy
- Integrate all communications activities, outreach efforts about Economic Statistics produced by the Census Bureau
- Inspire participation in economic censuses and surveys through education and involvement of the American public

# Web Transformation

# Census.gov

**About 200,000 visits and 1 million pages viewed per day**



# Census.gov: Scope of the Challenge

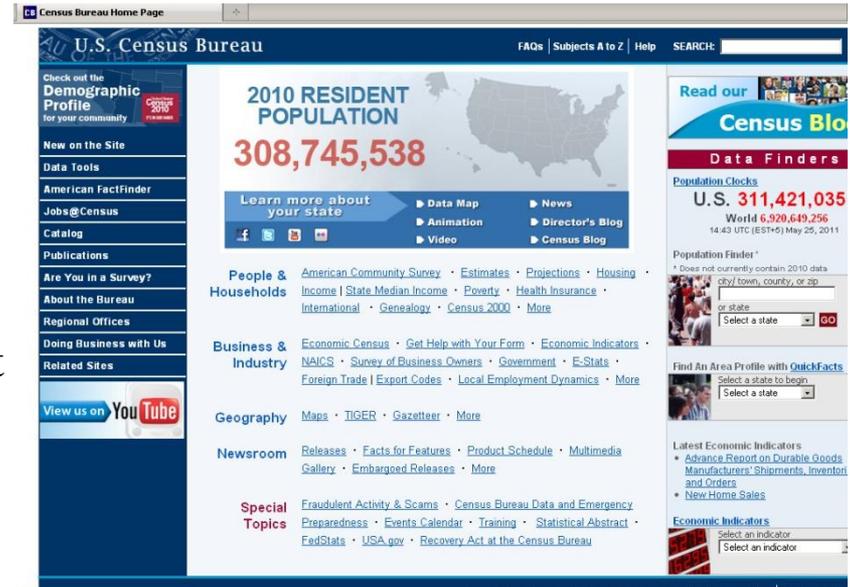
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- 1.3 million+ URLs (equivalent in size to Amazon.com)
- 6.5 million+ assets
- 200+ internal data disseminators
- 13 subdomains included in census.gov

# Census.gov Research Findings

**Expert User:** Successfully located “microdata” 40% of the time. Time spend on task and number of mouseclicks was high (median 4 minutes and 23 clicks)

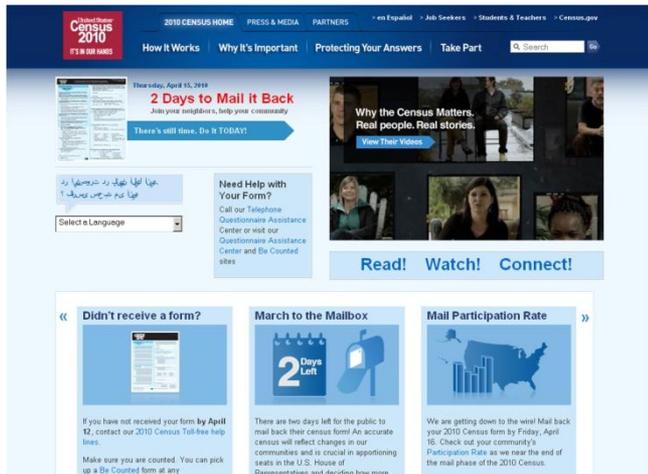
**Sophisticated User:** Successfully located exact information 73% of the time, but time spent on task and number of mouseclicks was high (median 3 minutes and 27 clicks)



**Casual User:** Successfully located exact information 69% of the time; however, information was difficult to locate (75% of cases) and time on task and number of mouseclicks were high (median 3 minutes and 23 clicks)

Foresee results: Navigation issues due to lack of consistent tools across websites; Census search is insufficient – results include multiple websites providing similar data

# 2010census.gov



- Targeted sophisticated and casual users
- Guided users towards their desired resource
- Performed usability assessments to help users find answers

- Over 34 million total visits to 2010census.gov from October 2009 to May 2010
- On day of apportionment release (12/21), 2010census.gov received 6.5 million page views and nearly 1 million unique visitors



# Transforming Census.gov: Search

## Consolidated Data Search

- Google-style search across all of census.gov
- User will not need to identify a particular survey to find data

The screenshot shows a search interface with a search bar containing 'income and divorce' and a 'Search' button. The results are displayed as a list of links, each with a PDF icon and a title. The first result is 'Income topics' with a URL. The second result is 'Number, Timing, and Duration of Marriages and Divorces ...' with a snippet and a source link. The third result is 'CENSUS' with a snippet and a source link. The fourth result is 'ADJUSTING FOR ATTRITION IN EVENT HISTORY ANALYSIS ...' with a snippet and a source link. The fifth result is 'Remarriage in the United States' with a snippet and a source link. The sixth result is 'Number, Timing, and Duration of Marriages and Divorces ...' with a snippet and a source link. The seventh result is 'Number, Timing, and Duration of Marriages and Divorces ...' with a snippet and a source link.

income and divorce Search Results 1 - 10 of

**Search** [Next >](#)

**Income topics**  
<http://www.census.gov/hhes/www/income/income.html>

[PDF] [Number, Timing, and Duration of Marriages and Divorces ...](#)  
... that ended in **divorce**, and who remarried and are still in their second marriage.  
Source: US Census Bureau, Survey of **Income** and Program ...  
[www.census.gov/prod/2005pubs/p70-97.pdf](http://www.census.gov/prod/2005pubs/p70-97.pdf) - 2005-02-11 - [Text Version](#)

[PDF] [CENSUS](#)  
... somewhat. Estimates of the impact of the **divorce** on **income** and poverty status for the various family members may be ...  
[www.census.gov/sipp/workpaper/wp112\\_9007.pdf](http://www.census.gov/sipp/workpaper/wp112_9007.pdf) - 2009-09-08 - [Text Version](#)

[PDF] [ADJUSTING FOR ATTRITION IN EVENT HISTORY ANALYSIS ...](#)  
... by comparing alternative treatments of sampling weights in marriage and **divorce** models for members of the 1986 Survey of **Income** and Program ...  
[www.census.gov/sipp/workpaper/wp204.pdf](http://www.census.gov/sipp/workpaper/wp204.pdf) - 2009-09-08 - [Text Version](#)  
[ [More results from www.census.gov/sipp/workpaper](#) ]

[PDF] [Remarriage in the United States](#)  
... **Income** and Program Participation, 1996, 2001, and 2004 panels, Wave 2. Sample of couples in w hich at least one spouse remarried after **divorce** ...  
[www.census.gov/hhes/socdemo/marriage/data/sipp/us-remarriage-poster.pdf](http://www.census.gov/hhes/socdemo/marriage/data/sipp/us-remarriage-poster.pdf) - 2010-11-17 - [Text Version](#)

[PDF] [Number, Timing, and Duration of Marriages and Divorces ...](#)  
... of the evolving patterns of marriage and **divorce** requires basic measures of the incidence of these events. The Survey of **Income** and Program ...  
[www.census.gov/prod/2011pubs/p70-125.pdf](http://www.census.gov/prod/2011pubs/p70-125.pdf) - 2011-05-18 - [Text Version](#)

[PDF] [Number, Timing, and Duration of Marriages and Divorces ...](#)  
... To address these deficiencies, this report analyzes marriage and **divorce** patterns in the ... of the 1996 Panel of the Survey of **Income** and Program ...  
[www.census.gov/prod/2002pubs/p70-80.pdf](http://www.census.gov/prod/2002pubs/p70-80.pdf) - 2002-02-08 - [Text Version](#)

# Transforming Census.gov: Search

## Search Engine Optimization

- Many casual users look for census data via search engines
- Moving census.gov data to the top of Google searches

The screenshot shows a Google search for "population Los Angeles, CA". The search bar contains the text "population Los Angeles, CA" and the search button is labeled "Search". Below the search bar, it indicates "About 34,200,000 results (0.18 seconds)".

The search results are displayed on the right side of the page. The top result is "Population, Los Angeles County, CA" with a population of 9,862,049 as of July 2008. Below this, there is a line graph showing population growth from 1980 to 2008. The y-axis ranges from 0 to 10M, and the x-axis shows the years 1980 and 2008. The graph shows a steady increase in population over the period.

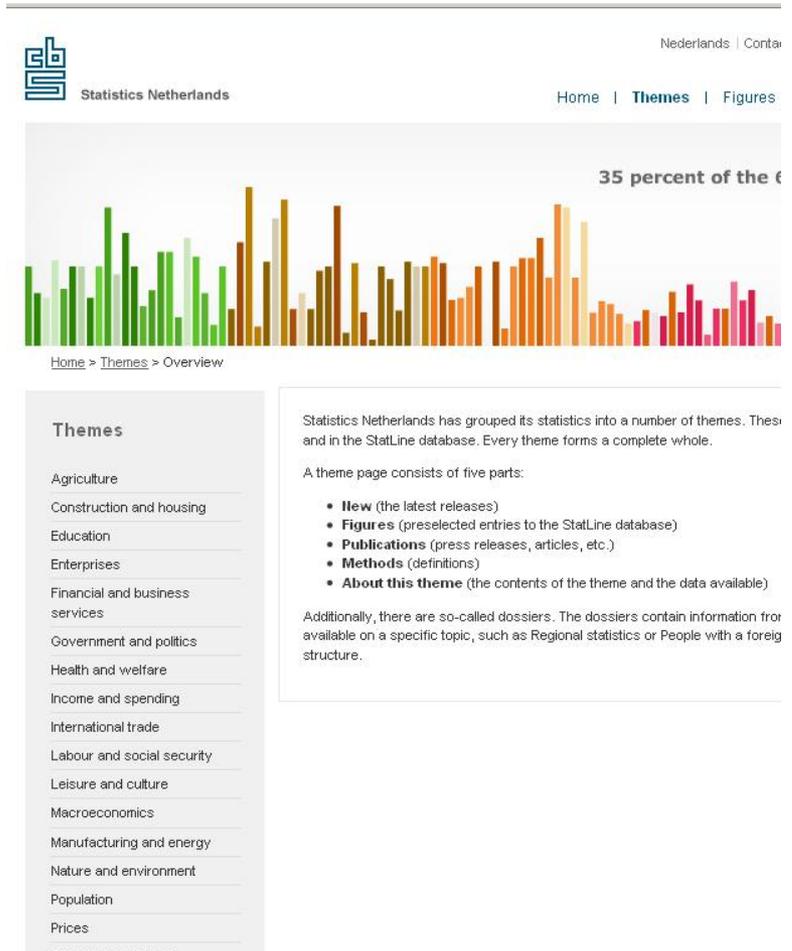
Below the graph, there are several search results listed:

- [Los Angeles - Wikipedia, the free encyclopedia](#): In 1932, with population surpassing one million, the city hosted the .... The Los Angeles California Temple, the second largest temple operated by The ... List of districts and neighborhoods of ... - Cities - Greater Los Angeles Area - Flag en.wikipedia.org/wiki/Los\_Angeles - Cached - Similar
- [List of largest California cities by population - Wikipedia, the ...](#): Rank, City, Population, County, Image, Description. 1, Los Angeles, 3792621 ... en.wikipedia.org/.List\_of\_largest\_California\_cities\_by\_population - Cached
- [Los Angeles County, California - Wikipedia, the free encyclopedia](#): Most of the population of Los Angeles County is located in the south and ... en.wikipedia.org/wiki/Los\_Angeles\_County\_California - Cached - Similar
- [Show more results from wikipedia.org](#)
- [Los Angeles, California \(CA\) profile: population, maps, real ...](#): Recent posts about Los Angeles, California on our local forum with over 1000000 registered users. Los Angeles is mentioned 25275 times on our forum: ... www.city-data.com/city/Los-Angeles-California.html - Cached - Similar
- [Los Angeles County QuickFacts from the US Census Bureau](#): Nov 4, 2010 ... People QuickFacts, Los Angeles County, California. Population definition and source info, Population, 2009 estimate, 9848011, 36961664 ... quickfacts.census.gov/qfr/states/06/06037.html - Cached - Similar
- [Los Angeles Population and Demographics \(Los Angeles, CA\)](#): Los Angeles complete population and statistics ... find local info, yellow pages, white pages, demographics and more using Areaconnect Los Angeles. losangeles.areaconnect.com/statistics.htm - Similar
- [LA Population - The Population of Los Angeles](#): The January 1, 2009 population estimate according to the California Department of Finance for the population of the City of Los Angeles was 4065595. ... geography.about.com/.Jobtainpopulationdata/.../population.htm - Cached - Similar
- [Answers.com - What is the population of Los Angeles CA](#): Los Angeles question: What is the population of Los Angeles CA? As of 2008 Los Angeles had an estimated population of 4010000 people. Los Angeles County: ... wiki.answers.com > ... > California > Los Angeles - Cached - Similar
- [Los Angeles, Calif — Infoplease.com](#): 2000 percent population 18 and over: 73.4%, 65 and over: 9.7%, Median age: 31.6. ... Los Angeles is the largest city in California and the second-largest ... www.infoplease.com/ipa/AD108549.html - Cached - Similar
- [Los Angeles Profile | Los Angeles CA | Population, Crime, Map](#): Los Angeles, CA, population 3833995, is located in California's Los Angeles county, about 4.6 miles from East Los Angeles and 6.3 miles from Glendale. ... www.icidc.com/citydata/ca/los-angeles.htm - Cached - Similar

# Transforming Census.gov: Navigation

## Navigation Enhancements

- Topics organized by themes
- Site map



# Transforming Census.gov: Open Data

## Allow user access to data files

### Browse Catalog

Please note that data feeds contain the latest update from the source database (which might include records from several days ago and not today's date).

Displaying  Enter a keyword to search

Category: All categories

Source	Metadata	XML	Text/CSV	Atom(GeoRSS support)	KML/ESRI Shapefile	Maps
DOH	DOH Food Safety Inspections		 05/23/2011		 05/23/2011	<a href="#">See it on Google Maps</a>
Provides the results of food safety inspections in the District of Columbia.						
OCTO	District Payments To All Vendors, By CBE Status, FY11, Q2		 04/11/2011			
Provides information regarding payments made to vendors in FY11, Q2 for goods or services provided to the District.						
Optimal Solutions and Technologies	ITSA Current Awarded Engagements	 05/20/2011	 05/20/2011	 05/20/2011	 05/20/2011	<a href="#">See it on Google Maps</a>
Provides information about the District's IT Staff Augmentation (ITSA) Awarded Engagements. <a href="#">XML Schemas</a>						
Optimal Solutions and Technologies	ITSA Current Open Requirements	 05/20/2011	 05/20/2011	 05/20/2011		
Provides information about the District's IT Staff Augmentation (ITSA) Requirements currently open for candidate submission by registered vendors. <a href="#">XML Schemas</a>						
Optimal Solutions and Technologies	ITSA Invoice and Vendor Payment Schedule	 05/22/2011	 05/22/2011	 05/22/2011		
Provides information about the ITSA Invoice and Vendor Payment Schedule.						

# Transforming Census.gov: Open Data

## Building APIs to encourage access and boost application process

- API: Application Programming Interface
- A set of data structures and tools for accessing a web-based software application
- Provides all the building blocks for developing programs with ease



The screenshot shows the USA TODAY TECHLABS website. At the top, there is a navigation bar with links for Home, News, Travel, Money, Sports, Life, Tech, and Weather. Below this is a blue banner with the USA TODAY .com logo and the word 'TECHLABS' in large white letters. Underneath the banner is another navigation bar with links for Home, Archives, and About. The main content area features a headline '« Windows Phone 7 App live!' and a date 'May 19, 2011'. The main article title is 'Launching the USA TODAY Census API'. Below the title is the time '10:52 AM' and social sharing options for Print, Share, and Recommend (with a count of 1). The author is listed as 'By Ethan Hamlin, USA TODAY'. The article text begins with 'Since its founding, USA TODAY has focused on covering the entire country, not just one region or group of people. We cover who the American people are and how they live no matter where they live. One way we do this is to pay a lot of attention to demographic data. Our reporters analyze it constantly and

# The Case for Mobile

Mobile Users > Desktop Internet Users  
Within 5 Years

Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



# The Case for Mobile

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## Reaches HTC Populations

Some groups are already more likely to access the Internet via mobile phone than desktop

- 28 percent of non-Hispanic white users access the Web through a mobile device.
- 48 percent of African-Americans access the Web from a mobile device.
- 47 percent of English-speaking Latinos access the Web from a mobile device.

*Pew research: Mobile phone usage offsets digital divide that exists in the home. Factoring in mobile phones, Internet access across AA, English-speaking Latinos and whites was relatively constant.*

# Mobile Solutions

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## 1. Mobile Friendly Site

The Census Bureau should create a website built specifically for mobile devices:

- Unique to the desktop website
- Allows users to access the right information
- Format consistent with a mobile device's small screen and distinct functionality.



# Mobile Solutions

## 3. Apps

### Why Apps:

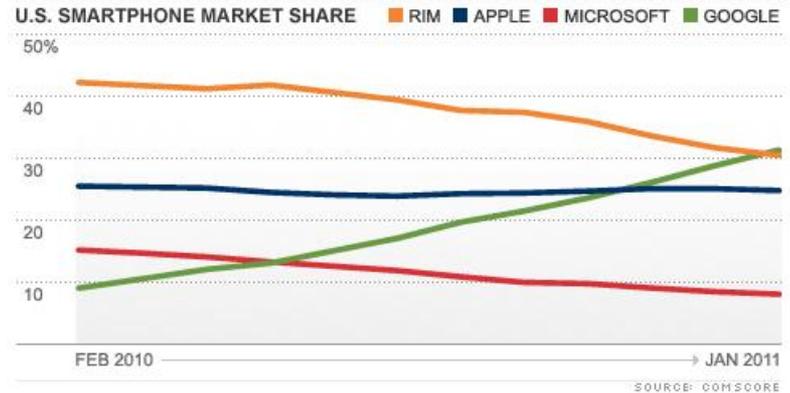
- The GPS locator feature in Smartphone is a key functionality; GPS is an important part of a mobile user's interaction with census data.
- More responsive and a better user experience than a mobile website

### Which Apps:

- QuickFacts
- Econ Indicator Dashboard
- ACS

### Which Platforms:

## Android passes BlackBerry as No. 1 on smartphones



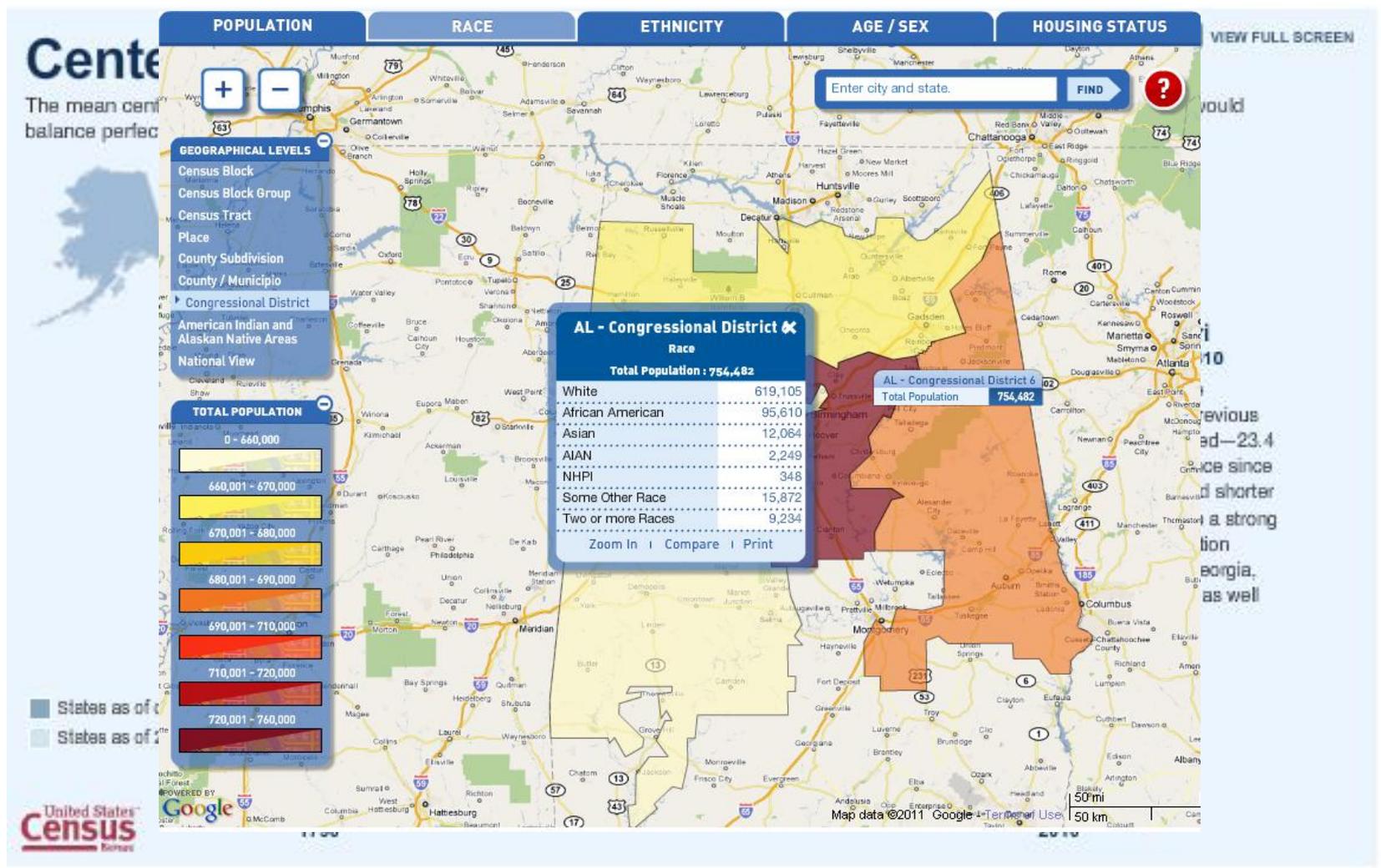
When considering costs, note that an app is built for one platform only and one device only (i.e., Phone/iPad)

# Interactive: Engaging Audiences

Increase storytelling: Identify, contextualize and interpret patterns for general consumers



# Interactive Data Tools



See footnotes below

# Additional Web Data Tools

- American FactFinder
- Quick Facts
- Population Finder
- Data Ferret
- On the Map
- Economic Indicator Database



The screenshot shows the American FactFinder website interface. At the top, it says "U.S. Census Bureau" and "American FactFinder". Below that, there's a search bar and navigation links. The main content area is titled "Your source for population, housing, economic, and geographic data". It includes a "Quick Start" section with a search form, a "Load Query" button, and a "News and Notes" section with several news items dated from 2011 to 2013. On the right side, there's a "U.S. Population Clock" showing 311,068,413 and a "Reference Maps" section.

The screenshot shows the OnTheMap for Emergency Management website. It features a map of the United States with various colored overlays representing different types of hazards. A legend on the right side lists categories such as "Hailstorms and Tropical Storms", "Fires", and "Floods". The map is titled "OnTheMap for Emergency Management" and includes a "LED Home OnTheMap Help" link. At the bottom, there's a "Map Data" section with a "Close" button.

# Data Visualization

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- **Story-telling through data viz**
- **Economic Indicators dashboard**
- **Visualization of the Week/Day**

Percent

80

70

60

50

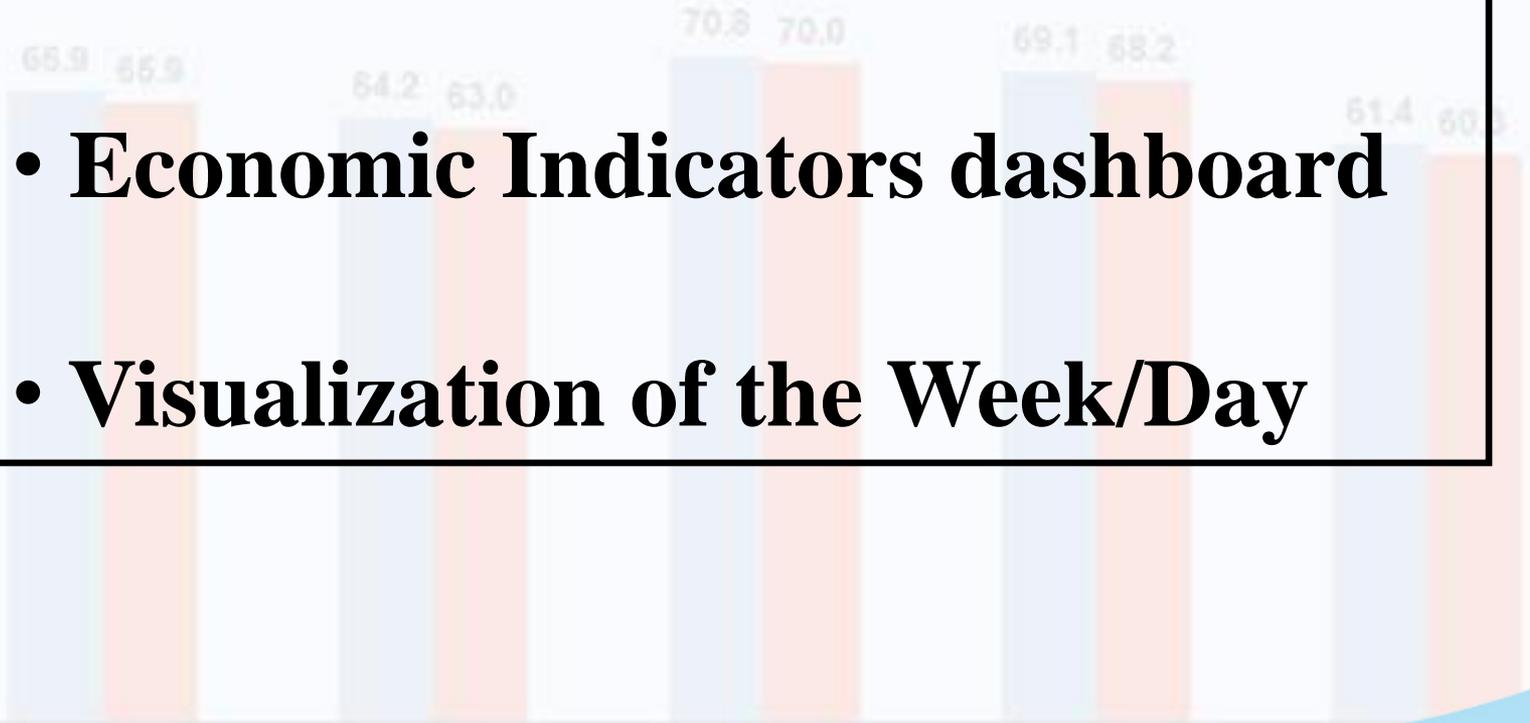
40

30

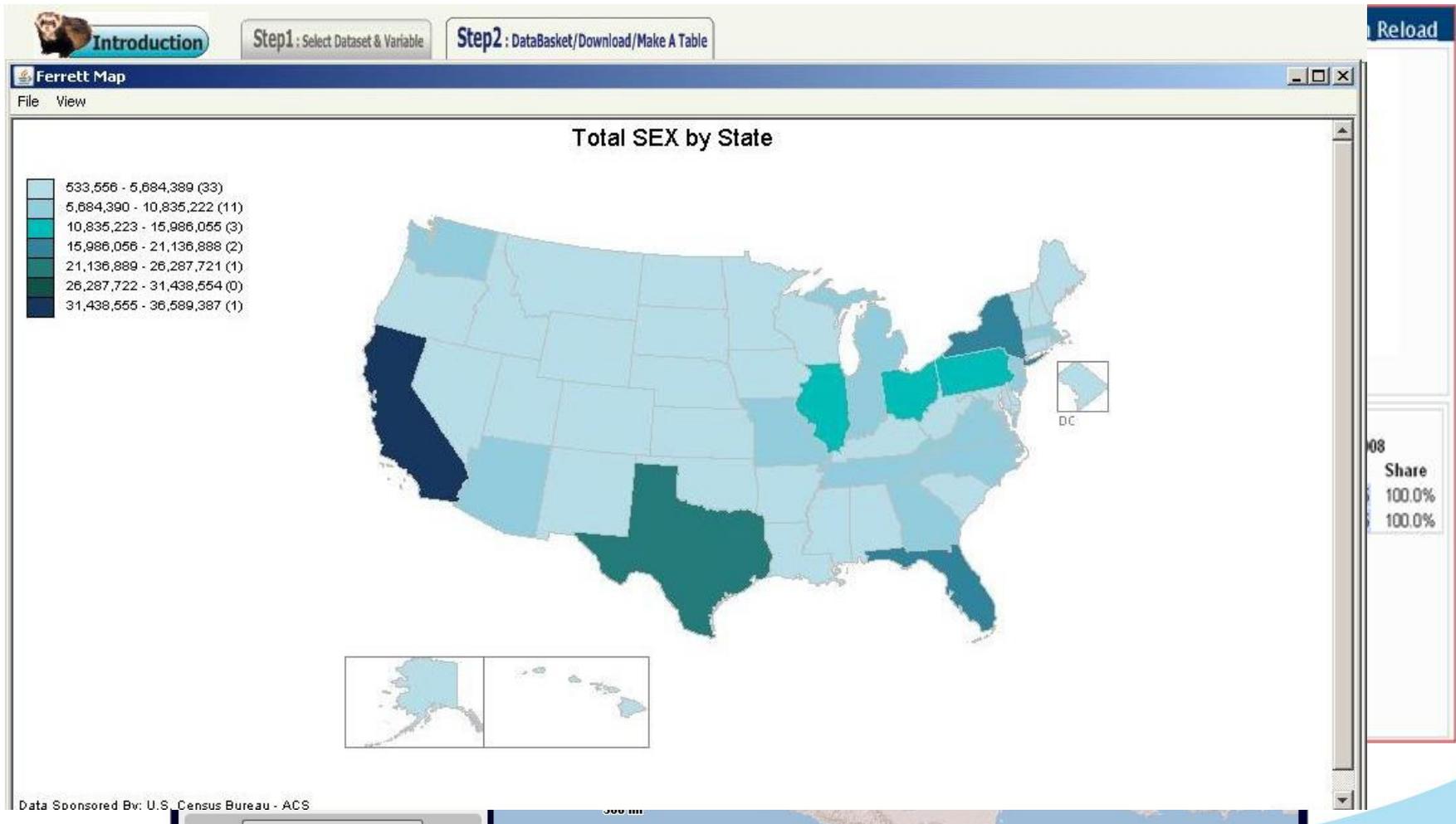
20

10

0



# Interactive Features: Current Data Visualization

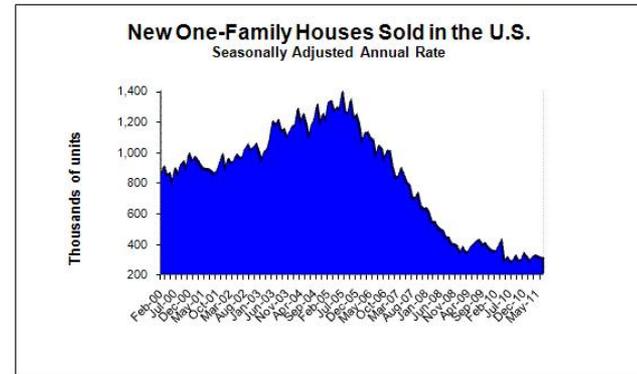


# Economic Indicators Dashboard

## Foreign Trade



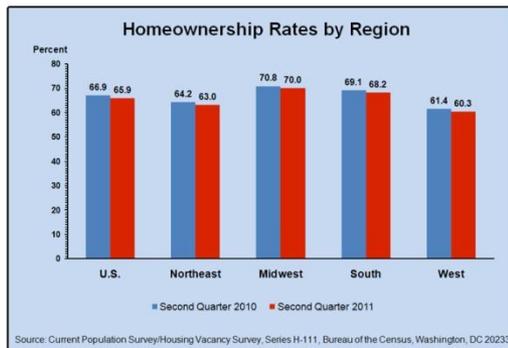
## New Residential Sales



## Housing Vacancies and Homeownership (CPS/HVS)

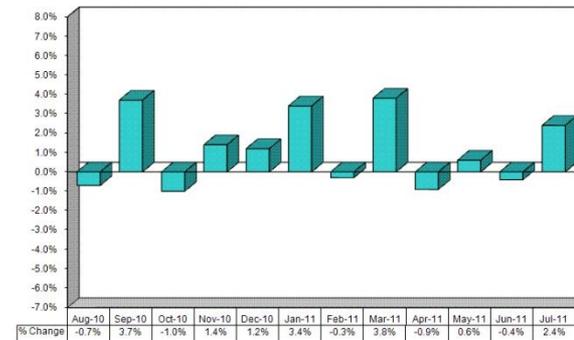
[Housing Vacancy Survey Main](#) [Overview](#) [What's New](#) [Previous Quarters](#) [FAQ](#)

Second Quarter 2011: Graph of Homeownership Rates



## Manufacturers' Shipments, Inventories, & Orders

MANUFACTURERS' NEW ORDERS 2010-2011  
Seasonally Adjusted, Month-To-Month Percentage Change



# Stat/Visualization of the Day

- Daily statistic/ graphical visualization on census.gov
- Link to more information.
- Promoted on the web and social media, as well as traditional media and internal channels

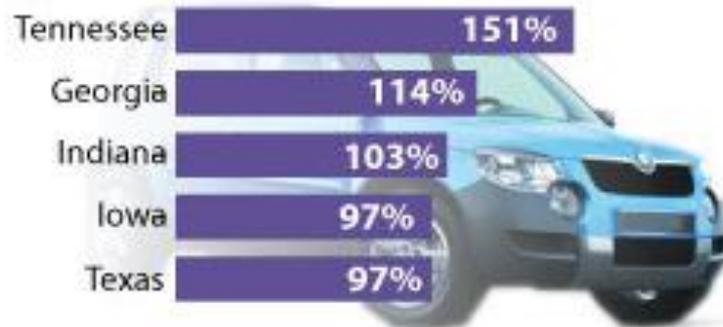
**STAT *of the* DAY**

"According to the Census Bureau, the May 2011 trade deficit reached \$50.2 billion."

*For more details [click here](#).*

## States with Large Increases in SUV Registration (1997 to 2002)

Source: U.S. Census Bureau, Vehicle Inventory and Use Survey



# Digital Media Production

- Weekly video content
- Presentation by subject matter expert
- Media campaign to promote the new statistics, visualizations and podcasts

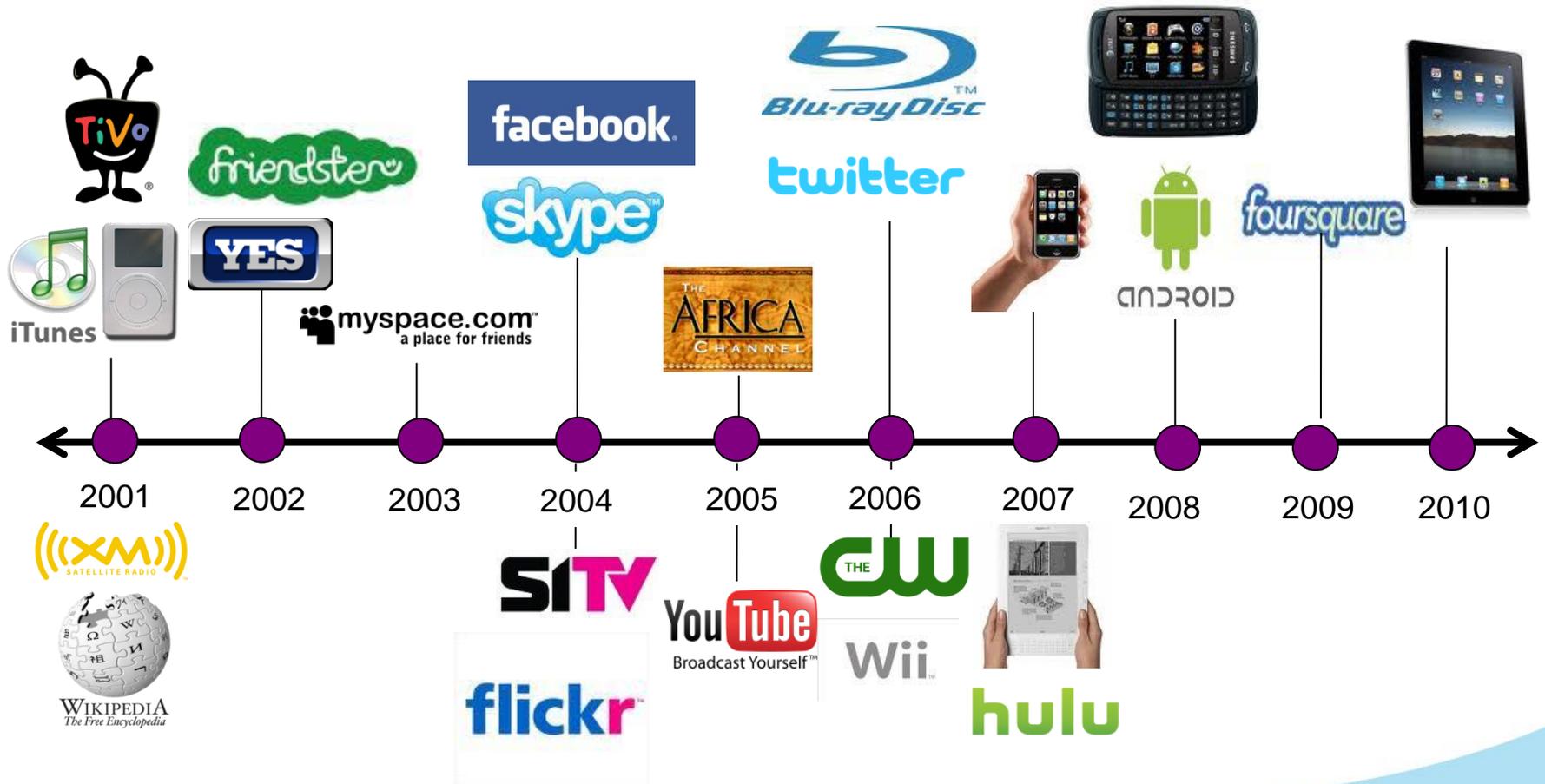


The screenshot shows a video player interface. On the left, there is a video player with a light blue background. The title is "Statistics in 60 seconds" in blue text. Below the title, the text reads: "According to the Census Bureau, the May 2011 trade deficit reached \$50.2 billion." There is a blue button labeled "See More" below the text. At the bottom of the player, there is a navigation bar with a left arrow, six numbered buttons (1-6), and a right arrow. The number 6 is highlighted in a darker blue. To the right of the video player, there are two large arrows: a blue arrow pointing right labeled "IMPORT" and a green arrow pointing left labeled "EXPORT". To the right of these arrows is a portrait of a woman with long dark hair, wearing a blue button-down shirt, smiling.



# Interactive: Social Media

## What's New – Notable Launches Since 2000



# Interactive: Census Bureau Social Media Platforms

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The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- One of the largest Facebook fan bases in federal government outside of White House and military

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.

- Leading producer of Ustream live streaming video, platform also offered by White House, NASA

The YouTube logo, with the word "You" in black and "Tube" in white on a red rounded rectangle.

- Director's blog has received nearly 1 million views since launch, used to manage issues and a destination for media, public and employees

The Flickr logo, featuring two overlapping circles (one blue, one pink) above the word "flickr" in a lowercase, sans-serif font.

- Twitter has enabled direct engagement with expanding base of Census consumers; tweets have been retweeted by the White House, celebrities, leading politicians

The Ustream logo, with the word "USTREAM" in a bold, blue, uppercase, sans-serif font.

# Interactive: Census Bureau Blogs

- Low cost way to increase transparency
- Engage public with interesting topics, catchy tone, well maintained
- Blog comments allow an ongoing discussion

The screenshot displays the U.S. Census Bureau website with several blog sections. At the top, the navigation bar includes 'U.S. Census Bureau', 'People', 'Business', 'Geography', 'Newsroom', 'Subjects A to Z', and 'Search@Census'. The main content area features three distinct blog sections:

- Random Samplings:** The official blog of the U.S. Census Bureau, featuring a collage of diverse people's faces.
- GLOBAL REACH:** The official blog of the U.S. Census Bureau's Foreign Trade Division, featuring a robotic hand holding a globe.
- Director's Blog:** The official blog of the U.S. Census Bureau, featuring a photo of the Director speaking at a podium.

Below these sections, a search bar is visible with the text 'SEARCH BLOG' and a 'GO!' button. To the right, a featured article titled 'Estimating the Size of a Small Population' is displayed, posted on September 28, 2011, with 4 comments. The article includes social sharing options (SHARE, GET EMAIL UPDATES, SUBSCRIBE TO THIS BLOG'S FEED) and a video player titled 'The US Census Bureau: The Importance of A'.

# Interactive: Social Media

- Creating enduring relationships with consumers
- Engaging consumers in two-way conversation
- Integrating consumer input

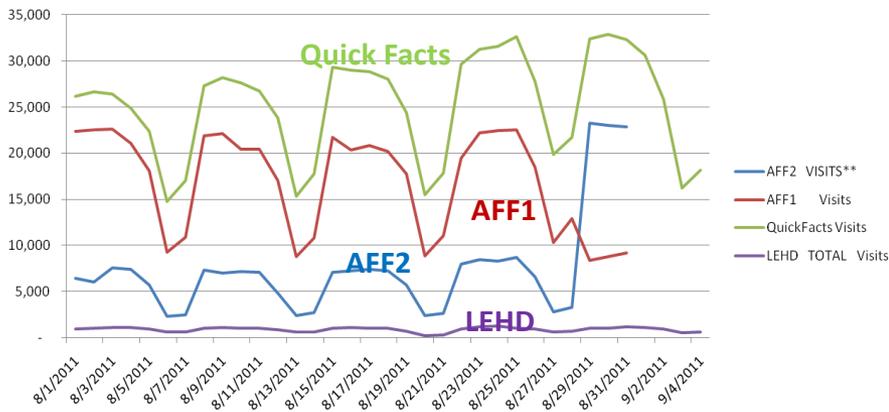


# Better Performance Metrics

according ago American Americans around back Board  
 census Census Bureau Center city Congress congressional  
 Council **County** data day decade Democrats department District  
 districts economic every first government growth Home House  
 job jobs Labor Labor Day last maps million National new  
 NUMBER past pay people percent plan population  
 public redistricting report residents say says school Sept  
 special state students three time two U.S Women work  
 workers Workforce year years

Word Cloud

Data Tools Visits



Web Site Satisfaction



# Integrated Campaigns

# Expanding Outreach and Partnerships

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# Partnerships and Data Education

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- National partnerships/Field regional partnerships
- Data Disseminations Specialists
- State Data Centers/Census Information Centers/Business and Industry Data Centers



# Partner and Business Forums

- Co-hosting a series of forums with organizations
- Focusing on particular or topics
- Presentation and panel discussion

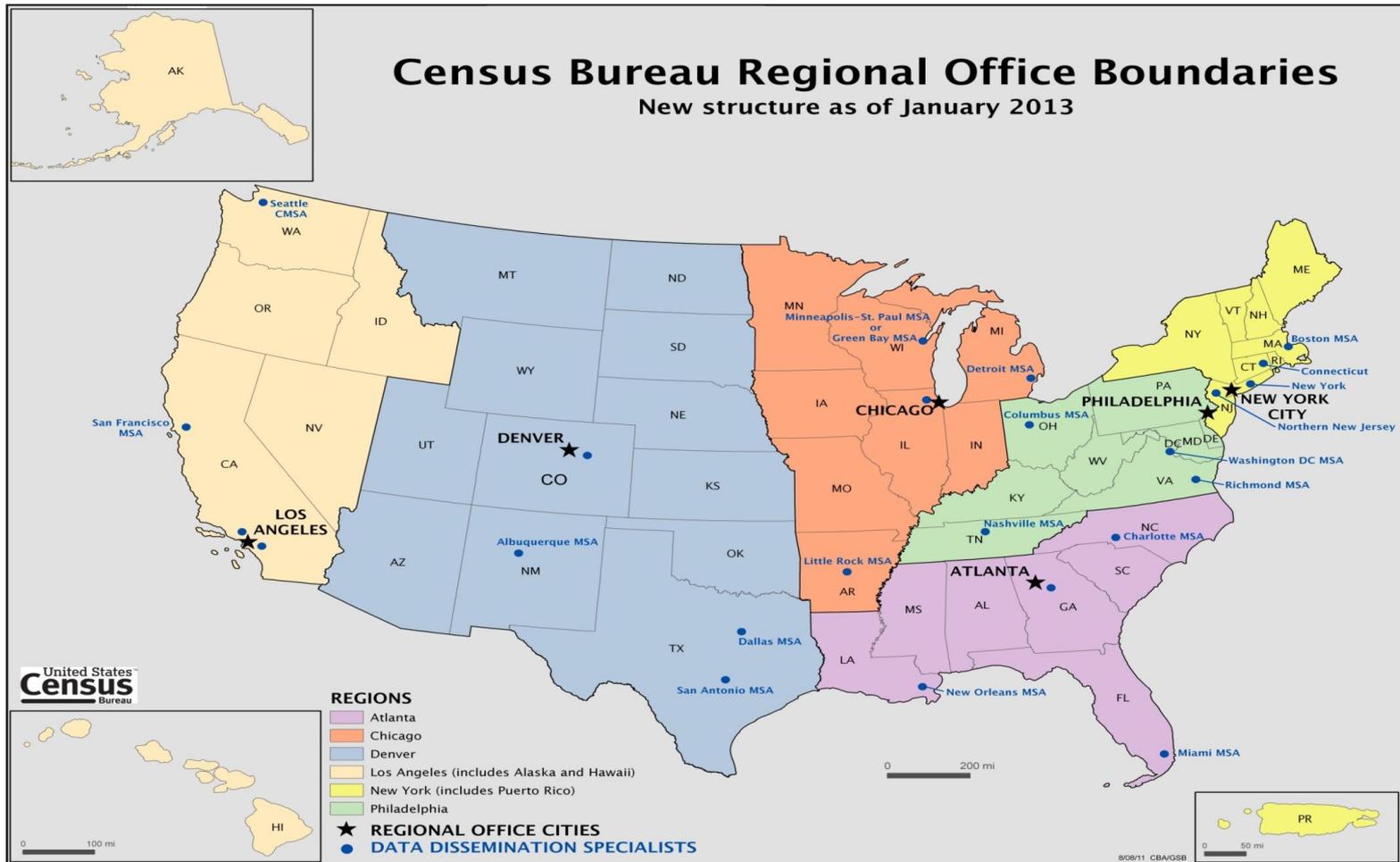


# Data Dissemination and Education Outreach

- Expanding data dissemination among the widest breadth of customers
- Maintaining partners and relationships
- Enhancing community awareness of and participation in ongoing surveys



# Nationwide Distribution of Field Staff



# Additional Tactics

- Media Relations
- Conferences/exhibits
- Strategic travel
- Special events
- Stakeholder engagement
- Intergovernmental relations
- Research and metrics



# Questions?

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[@uscensusbureau](https://twitter.com/uscensusbureau)