Outline

• Background
• Current Snapshot
• Using data.census.gov:
  • Live demo
  • Tips & Tricks
• Looking Ahead
• Q&A
New Enterprise Dissemination

- Streamline access to data
- Maintain the best of our current tools
- Reduce redundancies and operational costs
- Provide greater access to Census Bureau API
The New Dissemination Platform:

How It All Works
Current Snapshot
# Data in the New Platform: American Community Survey

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Detailed Tables</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Subject Tables</td>
<td>✓</td>
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<td>✓</td>
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</tr>
<tr>
<td>Supplemental Tables</td>
<td>–</td>
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<td>✓</td>
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</tr>
<tr>
<td>Selected Population Profiles</td>
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<td>✓</td>
<td></td>
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<td></td>
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<tr>
<td>Data Profiles</td>
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<td>✓</td>
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</tr>
<tr>
<td>Comparison Profiles</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Selected Population Tables (5-Year)</td>
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<td>–</td>
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<td>–</td>
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<tr>
<td>American Indian Alaska Native Tables (5-Year)</td>
<td>–</td>
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<td>–</td>
<td>–</td>
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</tbody>
</table>

✓: Available now
Blank cell: Coming soon
# Data in the New Platform: Decennial and Econ

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Decennial Census (Summary File 1, 113th &amp; 115th Congress Detailed Tables)</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Economic Census</td>
<td>–</td>
<td>–</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>County Business Patterns</td>
<td>–</td>
<td>–</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Non-Employer Statistics</td>
<td>–</td>
<td>–</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Survey of Business Owners (Company Summary &amp; Characteristics of Business Owners)</td>
<td>–</td>
<td>–</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
</tbody>
</table>

✓: Available now  
Blank cell: Coming soon
Upcoming Milestones

**Summer 2019**
- First data releases exclusively on new platform (Nonemployer, Public Sector)
- End of new data releases on American FactFinder (June)

**Fall 2019**
- Major data releases:
  - 2018 ACS 1-Year (Sept)
  - 2017 Economic Census (Sept)
  - 2018 ACS 5-Year (Dec)

**June 2020**
- After all data migrated to data.census.gov, American FactFinder to be shut down.
Highlights from Latest Release

Search experience:
• Featured statistics on select topics
• Curated tables for relevancy

Faceted filters
• Quicker scrolling experience

Geography filters in advanced search
• Dual paths to select geography
  • Summary Level Codes
  • Step by step experience
• Search by filter panel
• Geographic component toggle
• Incompatible geographic levels grayed out

Tables:
• Download link on table results page
• Download multiple tables at one time
• Margins of error (MOE) displayed by default
• View more data and labels
• Links to FTP site added

Mapping
• Defaults to geography level selected
• Psuedo geographies
• Download the table from the map view

Improvements to econ tables/searches:
• Product and service codes
• View large econ tables
Live Demo
Search Experience Improvements

NEW! Featured results
Quick stats for selected topics

Improved - Curated table results
The first 3 table results
Two Options to Find Featured Results

1) **Single Search**: Type topic and/or geography (example: “Veterans Virginia”)

2) **Advanced Search**: Use filters
   - Topics → Populations and People → **Veterans**
   - Geography → 040 - State → **Virginia**
Faceted Filters: Quicker Scrolling Experience

**Quicker scrolling experience:**

We increased how many results load at once in the filter panels so you can scroll more quickly to where you need to.

Old: 30 results load at a time

New: 100 results load at a time
Path #1 to Select Your Geo: Summary Level

Recommended for users who know the three digit summary level code

1. Select your geographic level in one click:
   - Make sure the new summary level toggle is turned on
   - Scroll and click on your geo level of interest, sorted by 3-digit summary level code

2. Follow additional prompts and select a checkbox to add geo to search query

Example: Get data on the portion of Minneapolis metro area within the state of MN
Path #2 to Select Your Geo: New Step-by-Step Geo Experience

To find common geographies using this pathway:

1. Turn off the summary level toggle
2. Select your geographic area using simpler labels, with more common types of geos near the top of the list
3. Select a checkbox to get data for the full area you selected (e.g. complete Minneapolis metro area)

Example: Get data for the complete Minneapolis metro area
Path #2 to Select Your Geo: New Step-by-Step Geo Experience (Continued)

To find more complex summary levels rolled up into this geographic area:

- Click the arrow next to “Within Other Geographies”
- Choose the level you want to drill into
- Follow prompts and select a checkbox to make a final selection

Example: Get data on the portion of Minneapolis metro area within the state of MN
Improvements for geography filters

1. **Search by filter panel** – narrow results in a long list of geographies
   
   Example: Click this icon to find the exact metro/micro area you need

2. **Geographic areas are grayed out when they are not compatible with your other search selections**
   
   Example: Statistics for summary level 294 (tribal block groups) are not produced for ACS 1-year estimates
New Toggle for Geographic Components

- Available in step-by-step filter experience
- Turned off by default to give you a clean list of geographies

Example: The urban and rural portions of Autauga County, AL
Download Multiple Tables At Once

From the table results page:

- Click download
- Select checkboxes for the tables you’d like to download
- Click Download Selected
- Choose year(s) and type of estimates
- Click Download
Table Display Improvements

### SEX OF WORKERS BY MEANS OF TRANSPORTATION TO WORK

- **Survey/Program:** American Community Survey
- **Universe:** Workers 16 years and over
- **Year:** 2017
- **Estimate:** 1-Year
- **TableID:** B08006

**San Antonio-New Braunfels, TX Metro Area**

<table>
<thead>
<tr>
<th>Mean of Transportation</th>
<th>Estimate</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,135,333</td>
<td>+/-11,805</td>
</tr>
<tr>
<td>Car, truck, or van:</td>
<td>1,025,302</td>
<td>+/-12,658</td>
</tr>
<tr>
<td>Drove alone</td>
<td>906,905</td>
<td>+/-12,930</td>
</tr>
<tr>
<td>Carpoooled:</td>
<td>118,397</td>
<td>+/-6,520</td>
</tr>
<tr>
<td>Public transportation (excluding taxicab):</td>
<td>131,407</td>
<td>+/-2,835</td>
</tr>
<tr>
<td>Bus or trolley bus</td>
<td>4</td>
<td>+/-2,810</td>
</tr>
<tr>
<td>Streetcar or trolley car (excluding taxicab):</td>
<td>8</td>
<td>+/-340</td>
</tr>
</tbody>
</table>

1. **Margins of Error (MOE) Shown by Default for ACS Tables**
   - You can turn it off in the full table view

2. **View more data**
   - We decreased the height of each row so you can see more data on your screen

3. **View more labels**
   - We made improvements to show more of the label’s text by default, and added a hover to see long labels more easily
New links to access more data (FTP site or Census websites):

- Open full table view
- Expand chevron in the upper right
- Click **Download/Print/Share**
- Click **More Data** tab
- Select **Continue to Site**

*NOTE: The “More Data” tab will be grayed out if FTP links are not available*
1. Maps now work with collections of geographies
   Example: All counties in NC

2. Map layer defaults to the geographic level you selected
   Previously, the map always defaulted to the state level.
   *Tip: To get a more complete map of ACS variables, be sure to select ACS 5-year estimates from the dropdown

3. You can add more geographies outside of the geo collection
   Example: Berkeley county, SC
Mapping Improvements (continued)

Map results page now allows you to:

- Clear your geographies
- Download tables
Search by 2012 Product and Service Code

Get data by product or service code:
- Example: Advanced Search Filters:
  Codes → Product and Service Codes → 10113 – Motorcycles
- View your table with data on sales, # of establishments, and more!

<table>
<thead>
<tr>
<th>Meaning of Type of Operation code</th>
<th>Meaning of Product/Service code</th>
<th>Number of establishments</th>
<th>Sales ($1,000)</th>
<th>Product line sales as % of total sales of estabs reporting line (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All establishments</td>
<td>Motorcycles</td>
<td>1,025</td>
<td>8,220,777</td>
<td>7.2</td>
</tr>
<tr>
<td>Merchant wholes…</td>
<td>Motorcycles</td>
<td>454</td>
<td>3,058,127</td>
<td>12.1</td>
</tr>
<tr>
<td>Manufacturers’ sa</td>
<td>Motorcycles</td>
<td>6</td>
<td>4,349,090</td>
<td>6.9</td>
</tr>
</tbody>
</table>
You can now view large econ tables that were previously unavailable on data.census.gov.

- The table will load in sections as you scroll, 400 rows at a time
- When more rows are loading, you will see an orange loading indicator at the top for a brief time
- Lower right indicates how many rows you are viewing on screen
Tips & Tricks
Single Search - Quick Wins for All Users

Explore Census Data

The Census Bureau is the leading source of quality data about the nation’s people and economy.

Use for quick wins to find things like:

• **Simple statistics**
  e.g. health insurance in Arizona

• **Profile for a single geography**
  e.g. Arizona profile

• **NAICS**
  531110

• **Table ID**
  B19001

• **Groups of tables**
  CP
Search for Groups of Tables

**CP**: Provides all 5 Comparison Profiles

**B27**: Provides all 32 Detailed Tables for Health Insurance

**B19001**: Provides main table plus race iterations B19001A-I

Wildcard (*) functionality is still in the process of being added, but many searches already behave as expected.

census.gov/programs-surveys/acs/guidance/which-data-tool/table-ids-explained.html
Search by NAICS Code (e.g. 4451)

<table>
<thead>
<tr>
<th>Geographic Area Name</th>
<th>2012 NAICS code</th>
<th>Meaning of 2012 NAICS code</th>
<th>Year</th>
<th>Number of establishments</th>
<th>Paid employees for period ending March 12 (in 1000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allegany County, Maryland</td>
<td>4451</td>
<td>Grocery stores</td>
<td>2016</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Anne Arundel County, Maryland</td>
<td>4451</td>
<td>Grocery stores</td>
<td>2016</td>
<td>160</td>
<td></td>
</tr>
<tr>
<td>Baltimore County, Maryland</td>
<td>4451</td>
<td>Grocery stores</td>
<td>2016</td>
<td>256</td>
<td></td>
</tr>
<tr>
<td>Calvert County, Maryland</td>
<td>4451</td>
<td>Grocery stores</td>
<td>2016</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Caroline County, Maryland</td>
<td>4451</td>
<td>Grocery stores</td>
<td>2016</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
• **Survey/Program or Table Type**
  e.g. ACS 1-Year Detailed Tables

• **Geographies with complex names**
  e.g. Census Tract 100.01, Bibb County, AL

• **Collections of geographies**
  e.g. All places in the United States

• **Cross tabulations**
  e.g. Health insurance by full/part-time by sex

• **Detailed pop groups**
  Race, Tribal, Hispanic Origin, Ancestry, and country of birth groups

Explore the new layout of topics in the advanced search
Advanced Search: Accessing Distributions of Basic Race Groups

Topics → Race and Ethnicity

- Select a basic race or ethnic group
- Select the checkbox at the top for distributions
Advanced Search: Accessing Characteristics of Detailed Pop Groups

**Step 1 (Optional): Select Table Type**
Surveys → ACS 1-Year Estimates Selected Population Profiles

**Step 2:** Select Detailed Population Group(s) using **Topics**:
- **Populations and People** (Ancestry & Country of Birth)
- **Race and Ethnicity** (Race, Tribal, & Hispanic Origin)
Finding Population Groups: Ancestry

Topics → Populations and People → Ancestry
## Finding Population Groups: County of Birth

Topics → Populations and People → Native and Foreign Born → Foreign Born

<table>
<thead>
<tr>
<th>FILTERS</th>
<th>TOPICS</th>
<th>POPULATIONS AND PEOPLE</th>
<th>NATIVE AND FOREIGN BORN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics</td>
<td>Business and Economy</td>
<td>Populations and People</td>
<td>Native and Foreign Born</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>Age and Sex</td>
<td>Citizenship</td>
</tr>
<tr>
<td></td>
<td>Employment</td>
<td>Ancestry</td>
<td>Foreign Born</td>
</tr>
<tr>
<td></td>
<td>Families and Living Arrangements</td>
<td>Computer and Internet Use</td>
<td>Native Born</td>
</tr>
<tr>
<td></td>
<td>Government</td>
<td>Counts, Estimates, and Projections</td>
<td>Place of Birth</td>
</tr>
<tr>
<td></td>
<td>Health</td>
<td>Language Spoken at Home</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Housing</td>
<td></td>
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<tr>
<td></td>
<td>Income and Poverty</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Populations and People</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Race and Ethnicity</td>
<td>Older Population</td>
<td></td>
</tr>
</tbody>
</table>

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Finding Population Groups: Race & Hispanic Origin

Topics → Race and Ethnicity → Select a path into one of the high level race or Hispanic Origin groups
Select Results without Checkboxes to Dig Deeper

You may need to make additional selections to get to the most detailed population groups. Click a result with a checkbox adds the filter to your selections. Clicking a result without checkboxes opens a new panel that provides more detailed options.

Example – To get data for the Navajo population: Topics → Race and Ethnicity → American Indian & Alaska Native → American Indian → Navajo → Navajo Nation tribal grouping alone or in any combination.
Keep in mind – Population Thresholds

Thresholds for ACS 1-year Selected Population Profiles
- 500,000+ people in your geo of interest
- 65,000+ people in the specific pop subgroup

Process to access data for tables repeated by detailed population groups is the same for different ACS tables, including the ACS 5-year special release of:
- Selected Population Tables
- American Indian/Alaska Native Tables

Many pop groups will be grayed out in the advanced search of data.census.gov until these tables have been migrated.
Looking Ahead
Performance Improvements

• Acquiring additional hardware
• Re-engineering code base
• Improve caching methodology
Search Relevancy Improvements

• Rebuilding Entity Recognition
• Partnering with data providers for featured and curated results
• Working on a proof of concept to handle searching of unstructured content (e.g., webpages, PDF) from census.gov
Plans to Add More Checkboxes to Select All Geos in a List
Customer Driven Requests:

• Ability to cut and paste from table into an Excel
• Download and print an image of the table
• Freeze the first column when scrolling to the right
• Ability to toggle quickly between years
Feedback is KEY to Our Development

40 day development cycles
- Allows for Feedback, Review, Incorporation of Feedback

Feedback collected:
- National Conferences
- State Agencies and Affiliate Meetings
- Webinars and other outreach
- Internal Stakeholders and Data Providers
- [cedsci.feedback@census.gov](mailto:cedsci.feedback@census.gov) emails
- Usability Sessions
Consolidated Feedback Process

1. Receive Feedback
2. Validate and Prioritize Issues
3. Discuss Issues with Developers
4. Distribute Issues to Value Team for Prioritization and Incorporation in Next PI or on the Roadmap
5. Developers Address Issues
6. Testing Conducted Internally
7. Release to the Public
8. Collect Feedback to see if Original Concern was Remedied
Our Development Depends on **YOUR** Feedback

Check out our preview platform at [data.census.gov](http://data.census.gov) and provide comments at [cedsci.feedback@census.gov](mailto:cedsci.feedback@census.gov).
Questions/Feedback

**Media:**

Public Information Office  
U.S. Census Bureau  
pio@census.gov  
301-763-3030

**Public:**

Center for Enterprise Dissemination  
U.S. Census Bureau  
cedsci.feedback@census.gov
Learn More – New FAQs & Updated Notes

Includes:

• Answers to common questions
• Chart of available data
• List of features and functionality
• Known Issues
Live in the DC area and want to be part of data.census.gov usability tests?

The Human Factors Research Group at the U.S. Census Bureau conducts usability tests of data.census.gov after each development update. If you are an expert data user, come and help us create a site to meet your data needs!

Where: U.S. Census Bureau Headquarters, Suitland, MD

Length of usability session: 1 hour

Compensation: $40

Requirement: Previous experience with data manipulation (preferably Census data)

Contact: Kevin Younes
301-763-4979
csm.participate@census.gov
Re: data.census.gov
Upcoming Webinars

Using the Census API with the ACS
June 26 at 2pm

data.census.gov Update
August 2019

Census Academy Series
April-June (58 webinars)

census.gov/data/academy/webinars/upcoming.html
Webinar Evaluation

https://questionweb.com/59212/