

NWX-US DEPT OF COMMERCE

**April 28, 2021
1:00 pm CT**

Coordinator: Welcome and thank you for standing by. At this time, all participants lines will be on a listen-only mode until the question-and-answer session. At that time for the audio portion, you can press Star followed by the number 1, unmute your line, record your name clearly as prompted to be introduced. Today's call is being recorded and if you have any objections, you may disconnect, and I'd like to introduce Deborah Rivera. Ma'am, you may begin.

Deborah Rivera: Thank you very much. Good afternoon and thank you for joining us today for an updates webinar event. Today's session will be a brief 30-minute webinar where our presenter will cover the latest updates to the data.census.gov Platform for the months of February and April of 2021.

A few notes before we get started. My colleague, Jessica Barnett, and I will be sending helpful links and answering any questions that we can via the Chat. But we will also have a quick question and answer session towards the end of the presentation where we will be happy to answer questions related to the new updates that we're covering here today. If you would like to ask a question during the question-and-answer session, make sure that you are dialed in to the telephone number and passcode that you can see on the screen here now. We'll be sure to send that via the Chat as well.

We are recording today and the slide deck along with the recording will be posted on the Census Academy site. And again, we will be sending out that link in the Chat. Thank you so much for joining us today and now I'd like to hand things off to our presenter, Tyson Weister. Thank you, Tyson.

Tyson Weister: Thanks Deb and thank you all for joining the webinar this afternoon. We're going to go ahead and dive right into the content. The goal today is to show you the latest updates that we pushed live. I'm going to walk through a few of those on screen and then show you some of the highlights on the live Website. That's where we will open for questions.

Before we start, we wanted to send a special thank you to all of our data users who sent us feedback on how to make the site work better. We collect that feedback on an ongoing basis. When we receive it, we analyze, prioritize, and make some changes to update the Website. We test those updates and push them live every couple of months. So, based on that information what we're going to walk through today are the highlights from our latest release. So, last week, we pushed out a variety of updates. One of the things was improved mapping.

We also pushed out a new feature that automatically linked to filtered table views for economic data tables. Improved labeling for time series data tables and a big part of this release are fixes to a number of defects. We pushed out fixes for over 100 different defects. The items in bold I'm going to walk through on the live site for you. Of course, we'll only be able to cover a couple of the defects so let's go ahead and take a look at each of these starting with improved mapping.

What you'll notice with this release, first we improved the layout of the data variable. We moved it to the very first dropdown menu in the upper left side of the table so it's the most prominent placement for the mapping layout. We also have the number of geographies as well as the year as you can see on the left-hand side of the screen. With this release when you click into the data variable dropdown menu, on the left-hand side you'll see a brand-new search bar. That search bar allows you to search the content of the data variable dropdown menu. When you look at the screenshot on the right-hand side, you can see I've typed in "median household income" and narrowed it down to just two data variables to choose from. We're going to walk through this on the live site just to show you how helpful this feature is.

Another great feature is the ability to map data from economic tables and this is the first time that our site has supported the ability to map data from economic data tables. This is made possible by the addition of new dropdown menus at the top of your map and these dropdown menus are for non-key dimensions. We'll talk more about that later. Not a lot you need to know. They will automatically appear at the top of your map based on the table that you're clicked into. And you can use these dropdown menus to fully specify out of the breadth of the information in the economic data table what it is that you want displayed on your map. You can only map out one data variable at a time.

Going hand in hand with this update is a new feature that provides automatic linking to filter table views. So, just to see this on the left-hand side we have an example where we are in a table view and we're applying a custom filter. So, we apply the filter to just show data rows in the table where the employment size of the establishment is set to all establishments. Once you apply that filter, you'll notice on the right-hand side this screenshot shows what's new with this release. Is after you apply the filter, you will see

additional details in your URL that reflects this table customization if the column you're filtering is considered a non-key dimension.

In this example, we can see ampersand n-k-d, or non-key dimension, then you see the data variable for employment size. And then the value that we filtered this table, 001 to mean "all establishments". If you'd like to know the full list of data variables that are considered non-key dimensions, we recommend taking a look at the FAQ listed in the link at the top of this slide. We'll also talk about this in more detail on the live site.

And another feature that went live relates to time series data tables. Now, most surveys and programs on data.census.gov are not considered time series datasets. They provide data over time in individual tables. That's how most surveys and programs provide their data. There are a few select surveys and programs that are considered time series datasets and this just means that they provide data over time in a single table view. One example of this is what you're seeing on screen for business dynamic statistics. What you're noticing new with this release is that we removed a reference at the top of the table that was referencing an individual year. That label was very misleading so now with this release you're left with labels that clearly identify it. This table provides information over time. We can see at the top 1978 through 2018 and in the individual rows is where you get the data over time in a single table view.

And finally, we pushed out fixes for 126 individual defects. I want to walk through just eight of those items for you, things that you'll most heavily see on the live site. One of those fixes allows you to get data for in combination race groups. So, when you're working through the filter panel, if you select, as an example, the filter for "Asian Alone" or in combination with one or more races. And you go to look at your data table, you're going to see data for the

groups you select just as you would expect you would. We also pushed out a fix that allows you to deselect geographies that you had previously selected by clicking on them on the map. Once you click on that geography, there is a Deselect button that you can click to remove that from your selected geographies.

Another fix is so that exported tables reflect the customization you've made to the table display on data.census.gov. For example, if you pulled up a table, clicked the Margin of Error button at the top of the table. You would first see that column removed from the table display directly on the site. When you export that table, this fix ensures that those customizations are removed. So, you don't see the margin of error columns because you have removed them from the table display in the Excel output.

We also have pushed out a fix to make sure that you download correct table data tables. What this means is that when you go through the download process, if your table ID has more than one possible dataset, you will see all of those options to choose from in that download screen and you'll be able to click them. We're going to walk through this on the live site to show you clearly what that change is and why it's so important.

And then those of you that have been using microdata access on data.census.gov/MDAT, we've pushed out a fix that provides better messaging. So, if you have been using public use microdata areas or PUMAS for your geography, those geographic boundaries may change over time. And if you're requesting the system to provide you data over time, what you'll see now with this fix is a popup message that just pops up and let's you know that the vintage of that geography has changed. And before you take the data at face value and compare it, you might want to check the boundaries of the geography to see if they still refer to the same area.

Another fix is so that when you download data tables in the Firefox browser, you get results in dot.zip file format instead of dot.json. We've also pushed out a number of navigation fixes just to make sure that you're seeing the correct navigation buttons at the appropriate time when you're working through the site. And that when you click on those buttons, they respond the way that they should.

And we've also pushed out a variety of fixes to help work towards making these sites more compliant with Sections 508 standards. If you're not familiar with Section 508, it's just a government-wide accessibility program to ensure that technology, including all of our online Web content, is accessible to and usable by people with disabilities. These fixes don't get us 100% there but you'll notice a huge amount of progress between this release and previous versions of the site.

So, let's go ahead and take a look at some of these updates on the live site. First, I'm going to show new features that allow you to link to filtered table views and map economic data. I'm going to show this example by mapping out the number of employees across all states using a county business patterns table. I'm going to do this analysis for all establishments within NAICS code 62. All right. So, getting over to the live site in the interest of time I've already pulled up the default table view for this search. I just put in the table ID, all states, and when you go to customize table, this is the default view that you would see.

One thing you'll notice is that it's quite a massive table. There are 47,902 rows and you can kind of look at this information at different legal forms of organization codes of businesses. Businesses that fall into different categories

based on the number of employees that they have. And then of course, different NAICS codes as well.

So, some people may be interested in analyzing all of this data. Other people maybe want to look at just a subset of this information. One way that you could go about looking at a subset is to apply a custom filter. So, I'm going to hover over "Meaning of Legal Form of Organization Code" column and click the three horizontal bars. Then I'm going to click the "Filter" icon. So, if we wanted to, we could look at businesses in the non-profits or government. Maybe you just want the high level so you can go ahead and click "Select All" to deselect all of the options. And then I'm going to click "All Establishments" just to get that high-level look.

Once you've made your changes here, be sure to click "Apply" in the lower right. What this is going to do is only show the data rows of my table where the legal form of organization code is equal to all establishments. I'm going to repeat this process for the employment sides of establishment, click the three horizontal bars, the Filter icon, deselect "All Options", click "All Establishments" and apply that filter. So, with just those two quick edits, we have narrowed our table results from over 47,000 rows to just over 1,000. What I'm showing right now nothing's new in terms of the functionality. What is new is what you're seeing in the address bar.

As we have applied those filters, you see ampersand n-k-d for non-key dimension, the variable employment size 001 for all establishments, and LFO, Legal Form of Organization 001 for all establishments. Those details are being automatically added to the URL based on the selections we just made. One benefit of having it in the URL if you copy this information and paste it into a new tab, maybe you use it to access later or you want to share it with a

colleague. Once you load that up because those details are in the URL, it's loading that filter table view of over 1,000 columns instead of 47,000.

Now, let's go ahead and map this information, I'm going to click "Map" in the upper right. For the first time, you can successfully map economic data on data.census.gov and this is supported by the additional drop down menus that you're seeing here for those data variables and columns that are considered non-key dimensions. All of the other columns in the data table if they're not considered a non-key dimension, they will be the data that you can get for your map and they'll be included in the very first dropdown menu in the upper left. We can see by default it gives us number of employees, but we could change this data variable to choose things like number of establishments or payroll.

I want number of employees so I'm going to go ahead and leave that set for number of employees. It has already captured and carried over what we did in terms of narrowing down to all establishments for employment size as well as legal form of organization. And I wanted this for the healthcare sector so I'm going to click where it says, "Total Sector". We haven't specified a NAICS code up to this point, but we can do it in this dropdown menu for the non-key dimension. You can scroll and click on it or type in a key word or phrase. Here I've typed in "Healthcare" and I'm going to choose the first option for "Healthcare and Social Assistance".

Notice when I make that section in my URL, it says, "ampersand n-k-d", N with a value set to 62. So, whether you make those changes on the map dropdown menus or applying a custom filter, they are reflected in your URL and they carry between the tables and maps. So, just that easy. We've mapped out number of employees in the healthcare and social assistance sector across all states. The states with darker shades of blue have higher numbers of

employees working in that sector and we can click on a state like California to see about a little over 2 million employees work in the healthcare and social assistance sector in that state.

Great. Moving onto to our next example. We wanted to show new search functionality that allows you to choose your data variable in the maps and I'm going to use median household income and map this out across all states using data profile 3. In the interest of time, I've also pulled this up in the browser. Again, it's just the single search with my table ID and my geography selection for all states. This is the table that comes in the result and we can see in this table that there's a section for income and benefits. So, the first step whenever you want to create a map is always to find a data table that contains a variable that you would like to map out.

So, we want to do that first. I see income and benefits and there's a row for median household income. It provides a value of 51,734 for Alabama and of course the median income for all the other states as I scroll through the table. This data table has a lot more than just median household income.

So, when I'm ready to map the data just like before, we'll click on "Map" in the upper right. Now the American Community Survey data tables, they don't have non-key dimensions. They just have your standard data variables so when I click that first dropdown menu in the upper left what I'm getting is a list. That table was very large and had a lot of different values to choose from. So does the data variable dropdown menu, there are 290 different options to choose from. There is a pattern to the way that these options are laid out.

What's new with this release is that you can use this search box that we just pushed live in order to find your data variable more quickly. So, if I type in "Median Household Income" rather than having to scroll through that list of

290 data variables, I've narrowed it down to just two options. And by reading these values, I can see total household, median household income estimates. That's what I want to map out so I'm going to go ahead and click that option and just that easy, we've mapped out median household incomes across all states.

We can see as an example in California, it was about 80,440. Do keep in mind as you're working through this search box, it is looking for an exact text match. So, I recommend short phrases and if you're trying something that's not working maybe try a single word or phrase rather than an entire phrase. So, if you type in "Income" as an example, you can see you get some options that aren't median income right at the top. But it's something that's very manageable to scroll through as another alternative to get to median household income without having to scroll through all 290 options.

Moving onto another example, we wanted to show new options to select your data set when downloading tables. I'm going to demonstrate this with Table P1 for Los Angeles County from the decennial census. Just like before, I run a single search with a table ID and geography selection. When I pull up my table, this is the default view. It gives me total population from the Decennial Census Summary File 1. One thing to keep in mind with the Decennial Census, when you change your product or dataset by clicking the "Product" dropdown menu. Here I'm going to click the "Redistricting Data". It's the same table ID, P1. But in this dataset, it gives me information on race with a much different table layout in content. So, just something to keep in mind, particularly when you're working with Decennial Census data tables.

What's new with this release is that when you click the "Download" button at the top of the table, rather than making an assumption as to a single dataset that you would have wanted, it gives you options to choose which dataset you

want download this table for. And the best thing about it is that it recognizes that we're clicked into the redistricting dataset and because we're clicked into that, it has already selected that dataset during this download process. I'm not going to go through the full steps to download the table but if we did go ahead and go through these steps, click the "Download button" we would get, in our results, the same estimates we're seeing on screen.

And lastly if a fix that allows you to see data for in combination race groups. I'm going to show this using data examples for those that identify as American Indian and Alaska Natives alone or in combination with one or more other races. I'm going to click the US Census logo in the upper left for this and choose the Advanced search. Your details population groups are within the Topics filter, specifically within race and ethnicity, I'm going to choose "American Indian" and Alaska Native" for this example. And then check the box for 009, American Indian and Alaska Native alone or in combination with one or more other races.

Nothing new in terms of the functionality we've gotten to at this point, but we click "Search" with this release, when you drill into the table rather than getting data for the total population. You can clearly see that it is allowing us to see data for the population group we've selected. For those of you that had been using workarounds in the past to get data for your desired groups, you no longer need to use those workarounds, you can select the "In combination Rates" filters and see the correct data.

Looking ahead, we are working in future releases towards implementing new features that gives better notifications in areas across the sites. Search relevancy improvements, more mapping enhancements, and technical improvements to our geography profiles. All of our updates are based on your feedback. Please let us know how we can make data.census.gov work better

for you by emailing us at bedside.feedback@census.gov. And with that, we wanted to turn it back over to Deb.

Deborah Revere: Great. Thank you, Tyson. So, in just a few moments here, we will begin our live question and answer session. But first, we'd like to ask everyone to spare just a quick three-minutes to tell us how we did today and perhaps, what webinar topics you'd like to see in future sessions by filling out our evaluation survey. You can do that now by clicking on the link that we'll be sending through the Chat or you can access the survey once you exit the WebEx events screen. It will pop up on your screen so we'd really appreciate it if you could just take a few moments and fill that out for us.

And before we open up one final reminder, please note that we will be addressing questions that pertain specifically to the updates that you've seen here today. But if you have questions remaining after our session concludes, please feel free to reach out to one of the two email inboxes listed here. Member of the public can feel free to reach out to the Center for Enterprise Dissemination and members of the media can contact the Public Information Office. And with that, Operator, can you please open up the lines for questions?

Coordinator: Thank you. At this time if you have a question from the phone line, you may press Star followed by number 1. Again, that is Star followed by a 1. Please unmute your line and record your name clearly as prompted. I'll stand by for questions.

Tyson Weister: Great. Thank you. And as we're waiting for the first questions to come in, we wanted to let you know about a new opportunity for you to stay up to date on the latest updates for data.census.gov. When you visit the link listed on the left-hand side of this screen, this will give you the opportunity to complete the

form you see on the right to sign up for updates delivered to your email inbox for data.census.gov. Also, when you visit the link in the upper left on this slide what we were able to share today was focused specifically on highlights from the latest release. If you'd like to learn how to use the site, please visit that link in the upper left or click the "Help" button on the landing page of data.census.gov. Here we'll have a variety of educational materials, recorded webinars, short videos, FAQs, and more for you to learn about the site. And Operator, do we have any questions queued up at this time?

Coordinator: I'm showing no questions at this time, but as another reminder if you'd like to ask a question, you may press Star followed by number 1.

Deborah Revere: Okay. Tyson, this is Deb. We did have one question that was sent though the Chat a couple of times so I thought that maybe this would be an appropriate time to address it? And that question was, can you print tables or maps to PDF?

Tyson Weister: Great. So, thank you for that question. When you go to the site, you'll notice that at the top of the table there is a "Print" button. What I will say is that you can print this button or click the "Print" button. If you choose "Print" anyway, it's going to give you the first page of the table. What is really a better recommendation, we don't have like a download to PDF. But you can export the table to Excel and then convert that to a PDF.

We've done a lot of improvements to make sure the exported file has all of the source information for the table. Has the Census Bureau logo and then the data tab is on its own in that table. It's optimized for printing so I would recommend doing that if you're interested in getting the full table and possibly converting it to PDF or just consume it in that Excel file format. For your maps, you can go ahead and click to the "Map" and then there isn't a "Print" button currently. We're still working on fully optimizing printing across our

site. But if you press "Control P" when you're on the maps screen, you will be able to print the map as well. Just keep in mind that it's something we're currently, continuously working to develop.

Coordinator: And we do have a question on the phone line. Please go ahead. One moment. Heidi, your line's open.

Heidi: Hi. Thanks. My question is, so I'm still learning about how the Census data kind of works and how it all comes together. But my question, like for instance, let's say that there isn't a whole lot of Asians in one specific parameter but there's more, you know, different people living in different counties. That you have a lower ratio of Asians in one county. Does that, when the government sees that do they go, "Hmm. That's interesting? I wonder if, you know, why that is?" Or is the government more just interested in just the data in general? They don't really care who lives in what county. They're just more interested in just the data?

Tyson Weister: Can you repeat the question please?

Heidi: Sure. Like for instance, I'll give you an example. So, let's say that I live, I live over in Cary, North Carolina hypothetically, right? And let's just say hypothetically that there's very few Asians who live in Cary, right? But then the data census comes back that a majority of people in Cary are White and Black and very low ratio of Asians. Now when the government sees that, then the Census Data Bureau sees that they're going to see that as a Nation. Does it kind of go, they kind of look at that and go, "Hmm. I wonder how we can make that community more diverse?" Or is the government just more interested in just seeing the numbers?

Tyson Weister: Okay. I'm understanding your question. Thank you for the additional clarification. We at the Census Bureau, our role is simply to collect the information and then tabulate so, give the results of what that is. We are not involved at the Census Bureau in any type of kind of decision making, policy making, or analysis beyond that and we are not a political agency in any format. So, our role is completely to collect the information. Our goal is make sure we're getting the most accurate information as possible and that we're putting that information out. And then my role is then helping people access that information on data.census.gov so, those are the things we can, we can speak to, and what our goal is in the Federal Government.

Heidi: Thank you.

Tyson Weister: You're welcome.

Coordinator: And thank you and I'm seeing no further questions.

Tyson Weister: All right. Well, thank you all so much. I just wanted to put out one last bit of information as we wrap up. That is an additional resource that is available to you. It's through our data dissemination specialist. They host the centralized training hub for the Census Bureau on Census.Gov/Academy. You'll see a variety of training materials across a variety of topics, tools, surveys, and programs. So, we definitely recommend checking that out and in the bottom right-hand side of this slide, if you're looking for a special or localized training, we do have these specialists that are located across the country. And each specialist is assigned a local area so there is someone that's assigned to your state. And if you'd like to request a free training, just send an email to Census.AskData@Census.Gov or 1 844-Ask-Data.

Thank you all again so much for tuning into the webinar and we hope that if you haven't filled out the evaluation, go ahead and do that so we can continue to make these as useful to you as possible. And we look forward to seeing you again.

Coordinator: And thank you. This does conclude today's conference call. You may disconnect your lines. Thank you for your participation.

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