

Digital Transformation Update

U.S. Census Bureau

*State Data Center and Census Information Center
Steering Committee Meeting
March 4-6, 2014*

21st Century Expectation: Anywhere, Anytime

Access

Meet users' expectations:

- 24/7 access to data
- Easily Found
- Accessible
- Timely
- Relevant



Transforming Census.gov

Goals:

- Increase Customer Satisfaction
- Improve Access to Census Statistics
- Grow our Audience

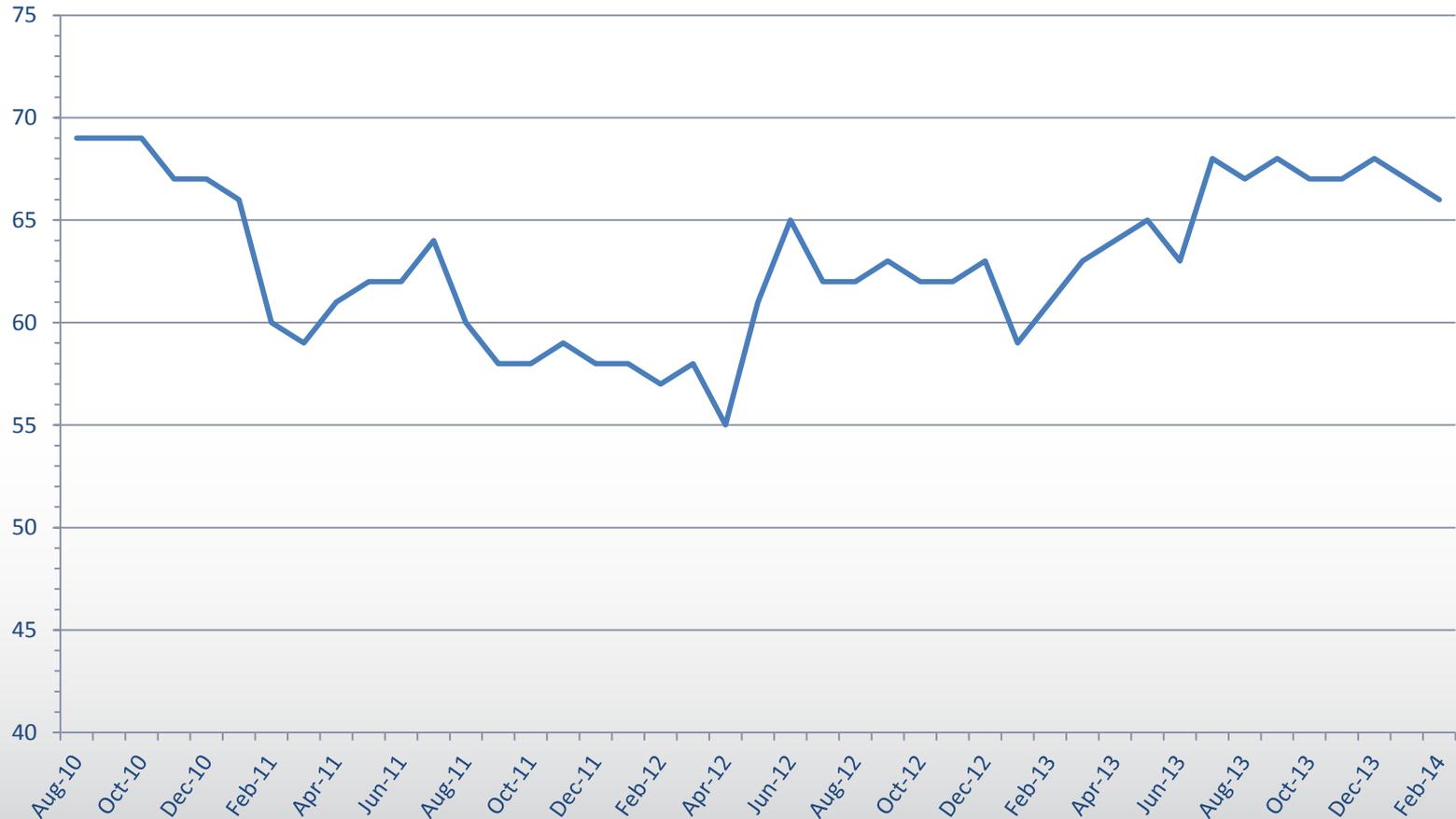
Objectives:

- Improve census.gov search and navigation in
- Develop tools using latest technologies; making them embeddable, sharable, downloadable, customizable.
- Alignment with the Digital Government Strategy
- Establishing metrics and analytics to understand users needs and performance of digital efforts

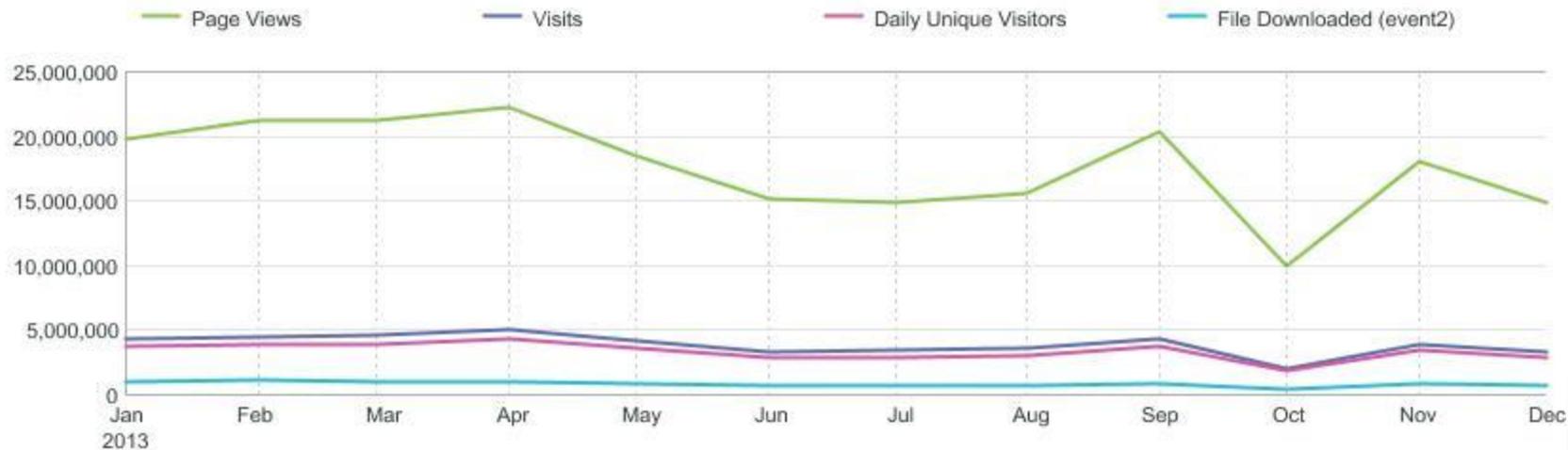
Components of Digital Transformation

- Census.gov redesign including look & feel, search, navigation, and analytics
- Mobile apps and interactive web apps
- Infographics and videos
- Online advertising and search engine marketing

Customer Satisfaction with census.gov



Web Trends



Key Metrics Report | All Visits (No Segment) | 2013 | Graph generated by Adobe Analytics at 5:34 PM EST, 12 Feb 2014

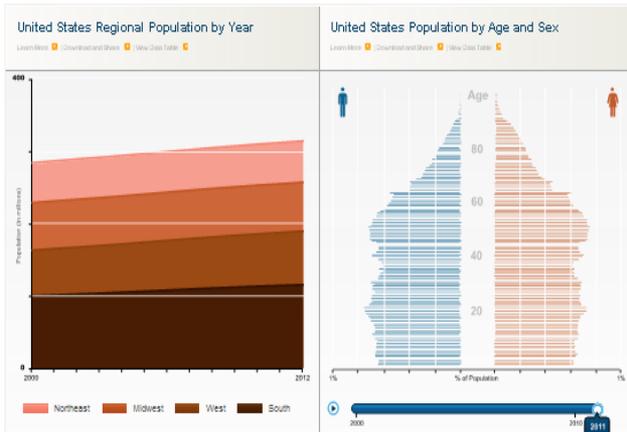
Interactive Data Tools

U.S. and World Population Clock

Note: The Population Clock is consistent with 2010 Census data and the most recent national population estimates.



Annual Population Estimates



Easy Stats

1 Select Geography

Select a state

Optional:
 Refine by:
 County Place Congressional District

2 Choose a topic:

Financial Jobs Housing People Education

Current Table: None

3 Get Results **Clear Choices**

About Easy Stats

Easy Stats gives you quick and easy access to selected statistics collected by the U.S. Census Bureau through the American Community Survey. With the American Community Survey, detailed demographic and economic statistics are available every year for the nation's communities and their people.

This interactive tool provides the latest statistics about where you live. You can search different geographies including states, counties, incorporated places (towns/cities), census designated places (CDP) and even your congressional district. With Easy Stats, you can view detailed racial, age and sex breakdowns and much more.

Powered by
 The American Community Survey
 and Census API

United States Census Bureau
 U.S. Department of Commerce
 Economics and Statistics Administration
 U.S. CENSUS BUREAU
 census.gov

My Congressional District

1 Maryland
 2 Congressional District 2

People Jobs Housing Economic Education

Congressional District 2, Maryland

Sex and Age

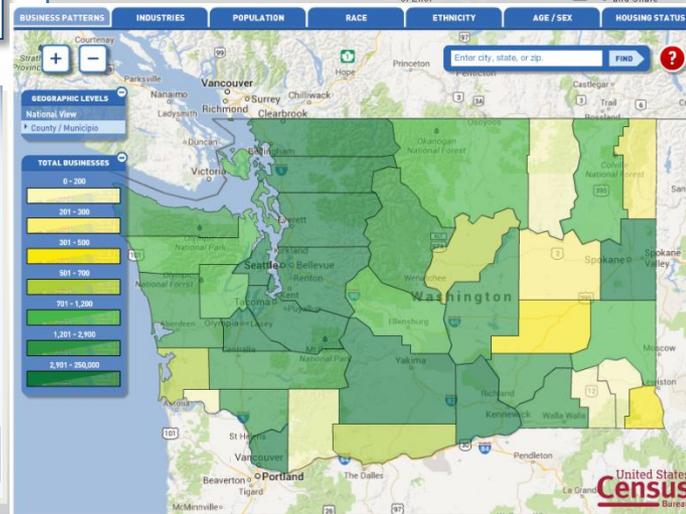
Category	Estimate
Total population	732,150
Male	347,144
Female	385,006
Under 5 years	50,932
5 to 9 years	48,686
10 to 14 years	44,696
15 to 19 years	45,157
20 to 24 years	53,955
25 to 34 years	110,533
35 to 44 years	98,482
45 to 54 years	106,637
55 to 59 years	44,268
60 to 64 years	41,410
65 to 74 years	48,539

United States Census Bureau
 U.S. Department of Commerce
 Economics and Statistics Administration
 U.S. CENSUS BUREAU
 census.gov

U.S. Census Bureau Economic Indicators

Manufacturers' Goods November 2011 Report Released 10:00 AM EST, 1/4/12	\$459.2 B New Orders	1.8%
Construction Spending November 2011 Report Released 10:00 AM EST, 1/3/12	\$807.1 B	1.2%
New Residential Sales November 2011 Report Released 10:00 AM EST, 12/23/11	315,000 Single-family houses	1.6%
Advance Report Durable Goods November 2011 Report Released 8:30 AM EST, 12/23/11	\$207.0 B Mfd. durable goods	3.8%

* change not statistically significant



Results Pop Clock

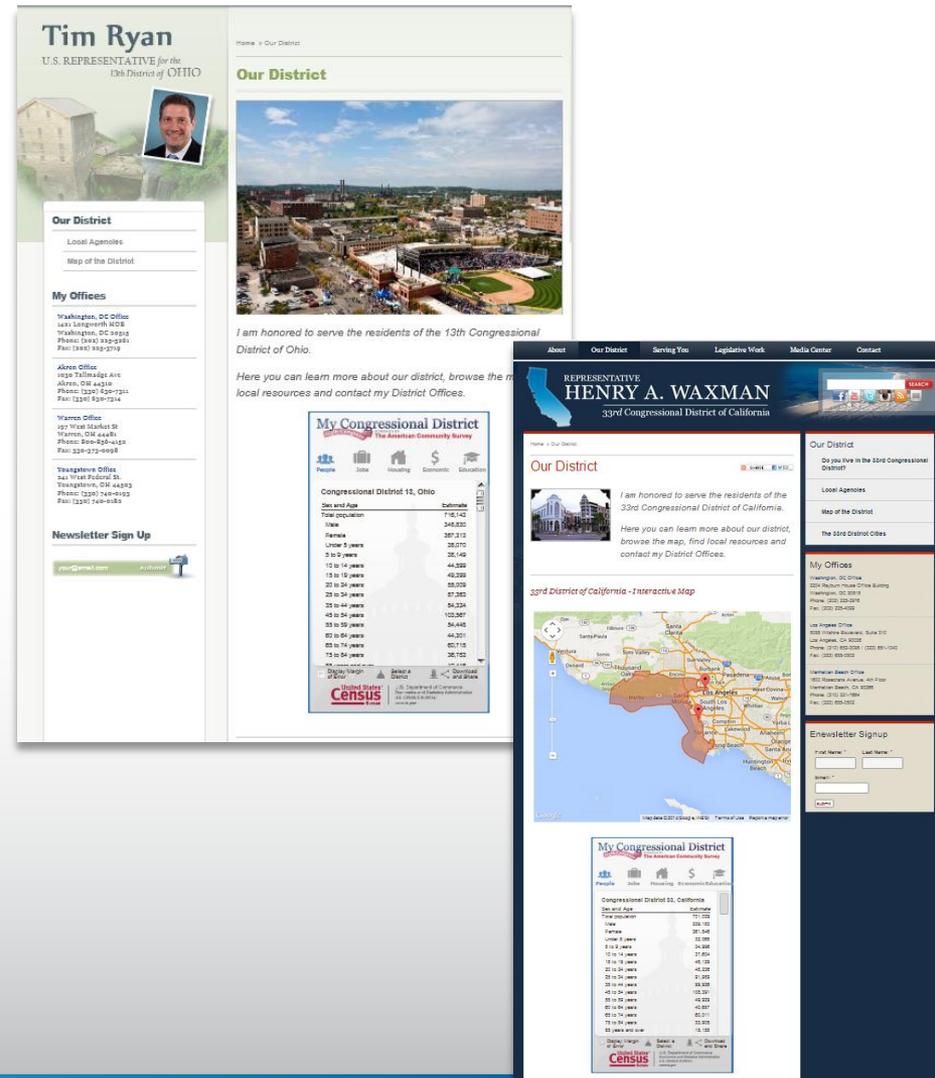
- New PopClock “Embeddable” Widget – delight new users
 - Approx. 150 other web sites have embedded the web application
 - Delivering roughly 134,000 page views
- New PopClock on our site
 - Delivered roughly 3,047,000 page views in the same period
- Embedded PopClock has expanded our audience by 4 percent



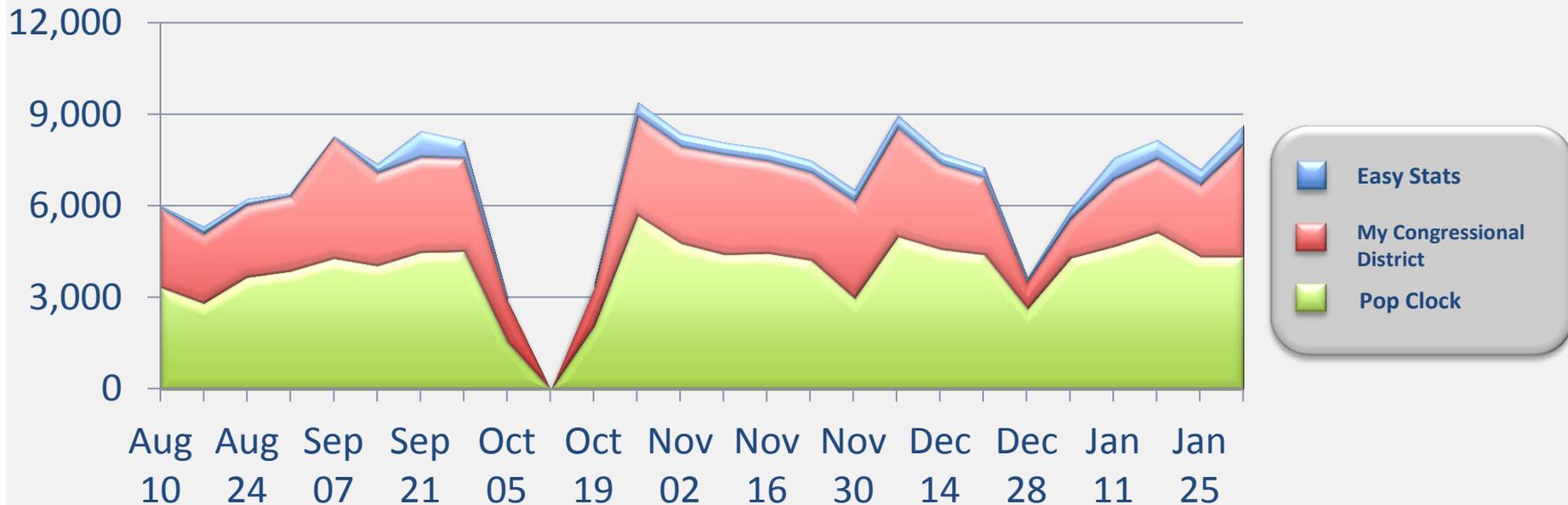
My Congressional District – Now Embedded

Day of launch - July 25, 2013:

- Washington Post -
"So go ahead and bookmark the tool now — or at least after you spend a good amount of time playing around with it (which is what we did)."
- Washington Post generated 6,782 visits to the app, with 1,926 table views.
- Up to 300,000+ readers of tweets from journalists



Web Application Embeds



New "Quickfacts"

- Tables
- Maps
- Charts
- Customize
- Share
- Embed
- Download

QuickFacts

Quick, easy access to facts about people, business, and geography



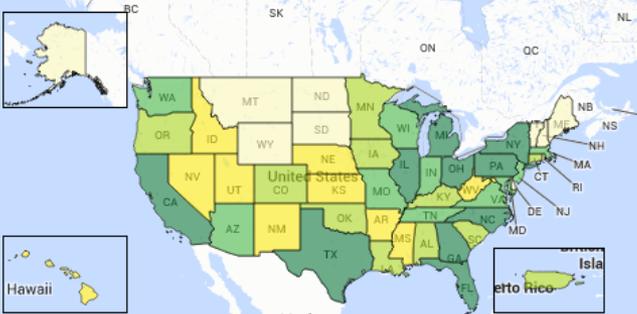
-- Select Fact --

Update
New Search

All Topics
UNITED STATES

PEOPLE	
Population estimates, July 1, 2012, Vintage 2012 (a) (b)	313,914,040
Population, percent change - April 1, 2010 (estimates base) to July 1, 2012 (a) (b)	1.7%
Persons under 5 years, percent, July 1, 2012, Vintage 2012 (a) (b)	6.4%
Persons under 18 years, percent, July 1, 2012, Vintage 2012 (a) (b)	23.5%
Persons 65 years and over, percent, July 1, 2012, Vintage 2012 (a) (b)	13.7%
Female persons, percent, July 1, 2012, Vintage 2012 (a) (b)	50.8%
White alone, percent, July 1, 2012, Vintage 2012 (a) (b)	77.9%
Black or African American alone, percent, July 1, 2012, Vintage 2012	13.1
American Indian and Alaska Native alone, percent, July 1, 2012, Vintage 2012 (a) (b)	1.2%
Asian alone, percent, July 1, 2012, Vintage 2012 (a) (b)	5.1%
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2012, Vintage 2012 (a) (b)	0.2%
Two or More Races, percent, July 1, 2012, Vintage 2012 (a) (b)	2.4%
Hispanic or Latino, percent, July 1, 2012, Vintage 2012 (a) (b)	16.9%
White alone, not Hispanic or Latino	63.0%

Population estimates, July 1, 2012, Vintage 2012



Map data ©2014 Google, INEGI, Terms of Use

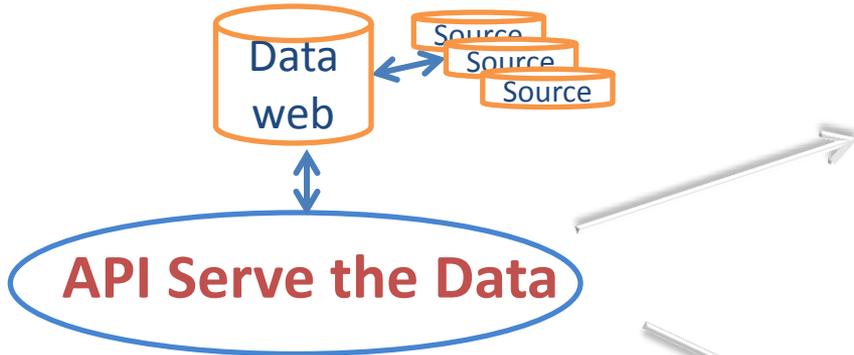
570,000–1,330,000
1,330,001–2,990,000
2,990,001–5,380,000
5,380,001–8,870,000
8,870,001–38,050,000

Population estimates, July 1, 2012, Vintage 2012

Alabama	<div style="width: 100%; height: 10px; background-color: #0072bc;"></div>
Alaska	<div style="width: 5%; height: 10px; background-color: #0072bc;"></div>
Arizona	<div style="width: 20%; height: 10px; background-color: #0072bc;"></div>
Arkansas	<div style="width: 10%; height: 10px; background-color: #0072bc;"></div>
California	<div style="width: 100%; height: 10px; background-color: #0072bc;"></div>
Colorado	<div style="width: 15%; height: 10px; background-color: #0072bc;"></div>
Connecticut	<div style="width: 10%; height: 10px; background-color: #0072bc;"></div>

Open Government

APIs provide new methods of data access and dissemination



Advanced Search

This screenshot shows the 'population' search results page. A red box highlights the top results: '7,004,110,246 World | Population Estimate, April 1st, 2012', '308,745,538 United States | Resident Total Population, 2010', and '37,253,956 California | Resident Total Population, 2010'. To the right, a 'Data Tools' sidebar offers 'Quick Facts' and navigation options like 'American FactFinder' and 'Population Finder'. Below the main results, a 'U.S. & World Population Clocks' link is visible. A second screenshot below shows a search for 'income' with a result for 'United States | Median Household Income, 2006-2010' at '\$51,914' and a 'Search Suggestions' dropdown menu.

Web Applications API enabled

The screenshot shows the 'Easy Stats' web application. It features a 'Select Geography' step with a map of the United States and a 'Choose a topic' step with icons for Financial, Jobs, Housing, People, and Education. The main content area is titled 'About Easy Stats' and provides information about the tool's data source (American Community Survey and Census API) and its capabilities. At the bottom, there are 'Get Results' and 'Clear Choices' buttons, along with the United States Census Bureau logo and contact information.

Mobile Applications

Two mobile application screenshots are shown. The first is for 'New York, NY' and displays a map, a list of statistics (e.g., 'Age: 20 to 34 yrs. old: 25%', 'Marital Status: Married: 43%'), and a 'Result' header. The second is for 'Sitegeist' and displays 'AVERAGE AGE 49.8' and a 'RELATIVE AGE DISTRIBUTION' pyramid chart.

Homepage

The home page is the portal through which the user interacts with Census Data

New Experience on:

- Design
- Thematic Navigation
- Easier Access to Data Tools
- Respondent space
- Improved Header and Footer

The screenshot displays the new Census.gov homepage layout. At the top, there is a navigation bar with the United States Census Bureau logo and a search bar. Below this is a large header area with a word cloud of terms like 'Topics', 'Population', 'Economy', 'Geography', 'Maps', 'Resources', 'Publications', 'Data', 'About', 'Newsroom', 'Tools', 'Developers', 'Surveys', 'Data News', 'Blogs', 'Events', and 'Research'. A welcome message states: 'Welcome to the New Census.gov. Begin your exploration of our beta site here. We have transformed census.gov to provide easier access to the statistics you need. After you take a look tell us what you think.' Below the header are three main content blocks: 'Population Clock' showing U.S. and World population counts; 'Quick Facts' with a map and a 'Select a state to begin' dropdown; and 'U.S. Census Bureau Economic Indicators' with a table of metrics like 'Monthly Wholesale Inventories' and 'International Trade Balance'. A 'Latest News' section features three articles with images and titles such as 'Census Bureau Statistics Show Origin and Destination of the Nearly 17 Million Who Move Between Counties Each Year'. To the right, a 'Stat of the Day' section highlights 'International Trade Between U.S. and Mexico'. Below this is a 'Are You in a Survey?' banner and a 'The Week Ahead' calendar for February. At the bottom, a footer contains a grid of links for various sections like 'ABOUT US', 'FIND DATA', 'BUSINESS & INDUSTRY', 'PEOPLE & HOUSEHOLDS', 'SPECIAL TOPICS', and 'NEWSROOM'. Social media icons and a 'CONNECT WITH US' link are also present.

Theme-based navigation

Matches some of the most frequently searched terms and accessed statistics on census.gov.

- Business
- Economy
- Education
- Employment
- Families & Living Arrangements
- Health
- Housing
- Income & Poverty
- International Trade
- Population
- Public Sector

The screenshot displays the U.S. Census Bureau website interface. At the top, there is a navigation bar with the following categories: Topics (Population, Economy), Geography (Maps, Tools, Resources), Library (Infographics, Publications), Data (Tools, Developers), About (Research, Surveys), and Newsroom (News, Events, Blogs). A search bar is located on the right side of the navigation bar.

The main content area is titled "Population" and includes a sidebar with links to About, Data, News, Publications, Surveys/Programs, Visualizations, and Working Papers. The main content area features a large image of a crowd of people, a "Latest" section with tabs for News, Data, Publications, and Working Papers, and a "U.S. Population" section with a population clock showing 317,522,614 and a "COMPONENTS OF POPULATION CHANGE" bar chart.

The "COMPONENTS OF POPULATION CHANGE" bar chart shows the following data:

Component	Frequency
One birth every 8 seconds	8 seconds
One death every 12 seconds	12 seconds
One international migrant (net) every 36 seconds	36 seconds
Net gain of one person every 15 seconds	15 seconds

Below the "Latest" section, there is a "View All News" button. The "Didn't find what you are looking for?" section includes "Related Topics" (Families & Living Arrangements, Income & Poverty, Geography), "Around the Bureau" (International Database, Foreign Born Infographic, Census Flows Mapper), and "Most Popular" (U.S. and World Population Clock, 2010 Census Race and Hispanic Origin Alternative Questionnaire Experiment, Age Search Service).

Beta Site Demo

Search Improvements

- Migrated Census.gov search to Search.U.S.A.gov to provide better results relevancy and look-ahead typing in search tool text box
- Dissemination areas performed search engine optimization across top 500 Census.gov web pages – *corrected 490 broken links and 44,000 other errors affecting search optimization.*

Results before Searching

The screenshot shows the United States Census Bureau search interface. The search bar contains the word "income". Below the search bar, there are search suggestions: "income distribution", "income inequality", and "income". The main results area shows "Showing 21,300 results for 'alban...'. The first result is "Albany County, New York - State and County QuickFacts" with a 2011 estimate of 19,465,197. A second result is "Albany (city), New York - State and County QuickFacts" with a 2011 estimate of 19,465,197. A third result is "2002 Economic Census: Information - Albany County, NY". A dropdown menu is open over the search bar, showing a map of the United States and the text "\$27,334 United States | Median Household Income, 2006-2010".

Answers within Results

The screenshot shows the United States Census Bureau search interface. The search bar contains the word "population". Below the search bar, there are search suggestions: "population distribution", "population inequality", and "population". The main results area shows "Showing 312,000 results for 'population'". The first result is "7,004,110,246 World | Population Estimate, April 1st, 2012". The second result is "308,745,538 United States | Resident Total Population, 2010". The third result is "6,392,017 Arizona | Resident Total Population, 2010". Below the results, there is a link to "Census Bureau Homepage" and a link to "U.S. & World Population Clocks - Census Bureau Home Page".

Upcoming Search Features

Filtered Type Ahead

United States Census Bureau

People | Business | Geography | Data | Newsroom

About Us | Subjects A to Z | FAQs | Feedback | Help

Showing 259,000 results for 'tiger'

TIGER Data - Census Bureau Home
US Census Bureau TIGER data ... The Census ... based on data found in our MAF/TIGER databases.
<http://www.census.gov/geo/www/tiger/>

TIGER® Overview - Census Bureau Home Page
What is TIGER®? The term TIGER® comes from the acronym Topologically Integrated Geographic Encoding and Referencing which is the name for the system and digital ...
<http://www.census.gov/geo/www/tiger/overview.html>

2009 TIGER/Line Shapefiles Main Page - Census Bureau Home Page

Search:

NAICS 2007 Suggestions

- 321212 - Softwood Veneer and Plywood Manufacturing
- 334611 - Software Reproducing
- 334612 - Prerecorded Compact Disc (except Software), Tape, and Record Reproducing
- 423430 - Computer and Computer Peripheral Equipment and Software Merchant Wholesalers
- 443120 - Computer and Software Stores

Get Started >>

Information Panel

Results before Searching

United States Census Bureau

People | Business | Geography | Data | Newsroom

Showing 21,300 results for 'alban'

Albany County, New York - State and County QuickFacts
Frequently requested statistics for Albany County, New York. ... People QuickFacts Albany New York; Population, 2011 estimate : NA: 19,465,197
<http://quickfacts.census.gov/qfd/states/36/3600100.html>

2002 Economic Census: Information - Albany County, NY

Search:

\$27,334
United States | Median Household Income, 2006-2010

Search Suggestions

- income distribution
- income inequality
- income

Information Panel

Type Ahead/NAICS Integration

United States Census Bureau

People | Business | Geography | Data | Newsroom

About Us | Subjects A to Z | FAQs | Feedback | Help

Showing 33,900 results for 'software'

American FactFinder
Need more complex results? Use American Fact Finder Table Generation tool to build your own custom dataset.
[Get Started >>](#)

Information Panel

NAICS 2007 334611 Software Reproducing

NAICS 2007 334612 Prerecorded Compact Disc (Except Software), Tape, And Record Reproducing

NAICS 2007 423430 Computer And Computer Peripheral Equipment And Software Merchant Wholesalers

International Programs - Software Overview - U.S. Census Bureau
US Census Bureau information on the subject of International Programs. **Software** section.
<http://www.census.gov/population/international/software/index.html>

International Programs - Census and Survey Processing System ...
US Census Bureau information on the subject of International Programs. **Software** section.
<http://www.census.gov/population/international/software/cspro/>

International Programs - Population Analysis System (PASEX ...)
US Census Bureau information on the subject of International Programs. **Software** section.
<http://www.census.gov/population/international/software/pas/pasdownload.html>

International Programs - U.S. Census Bureau

Search:

Answers within Results

United States Census Bureau

People | Business | Geography | Data | Newsroom

Showing 312,000 results for 'population'

7,004,110,246
World | Population Estimate, April 1st, 2012

308,745,538
United States | Resident Total Population, 2010

6,392,017
Arizona | Resident Total Population, 2010

Census Bureau Homepage
#1 source for current population data and the latest Economic Indicators. Households to Business to Government - Income & Spending. Race by Sex by Age or poverty ...
<http://www.census.gov/>

U.S. & World Population Clocks - Census Bureau Home Page

Search:

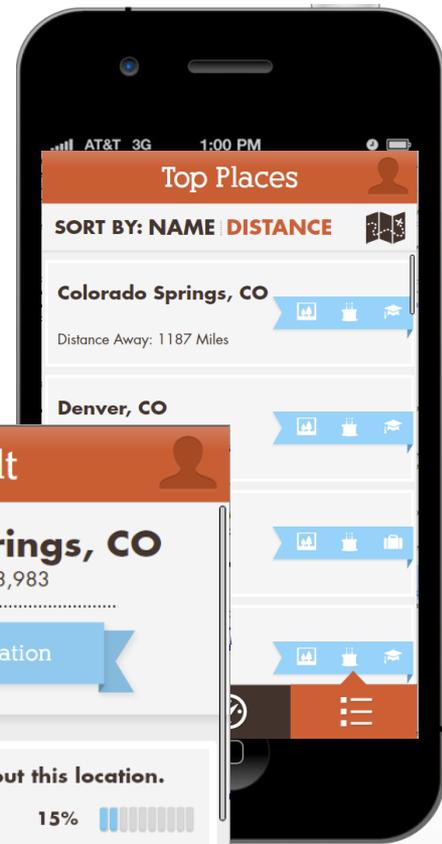
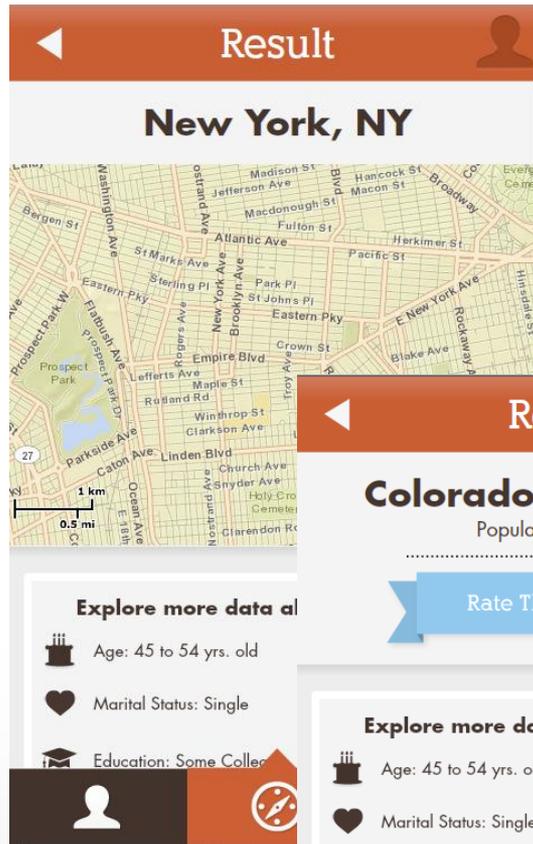
Next Steps Census.gov

- Estimated go live as www.census.gov – three to four weeks after beta.
- Launch search feature added to census.gov
- Continued content migration
 - Are you in a Survey?
 - Our Surveys (i.e. ACS)
 - Developer site, Our Research
 - Others

The new Census.gov interactive tools, APIs, redesigned templates, its theme-based navigation, and the investment of the CMS gives us an opportunity to rethink how we publish information. Together these create a new publishing model with a customer-centric and information-centric approach.

Dwellr

- Uses mobile app user’s demographics, occupation , geographic and lifestyle preferences to determine places around the U.S. that may be appealing to them.
- Generate interest in places and ACS data for further exploration on Census.gov.
- Users can return at any time to check their saved preferences against any specified location, including their current location using the phone’s GPS.



PoP Quiz

- Teaches the user information about the U.S. through an engaging approach.
- Each state will have five questions associated with it.
- When the user answers all the questions for a state, they will be awarded with a badge that they may share via Facebook or Twitter.
- When the user has completed all states, they will be able to complete a final challenge on the U.S.

