

Data Dissemination Transformation SDC/CIC Annual Meeting

March 5, 2014

Steven J. Jost , Chief Strategist, Office of the Director

*Data Dissemination
in a new Era:
A Customer-centric
approach*



Dissemination is core to the Census Bureau Mission

Ever since the U.S. Marshalls posted the 1790 Census results in the public square....

“The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by our strong and capable workforce, our readiness to innovate, and our abiding commitment to our customers.”



Census Bureau Strategic Plan

- ***Use new technologies to improve services and products.*** As technological capabilities increase, customers will expect easier access, quicker turnaround, and greater comparability among different datasets.
- ***Make information readily available to everyone, from the least to the most experienced data user...The challenge is to develop cost-effective strategies for the continued delivery of useful information to this diverse customer base.***

White House Executive Order No. 13571

“Streamlining Service Delivery and Improving Customer Service”



...with advances in technology and service delivery systems in other sectors, the public’s expectations of the Government have continued to rise.

Agencies must

- improve the customer experience by adopting proven customer service best practices and coordinating across service channels such as online, phone, in-person, and mail services;*
- streamline agency processes to reduce costs and accelerate delivery, while reducing the need for customer calls and inquiries; and*
- identify ways to use innovative technologies to accomplish the customer service activities above, thereby lowering costs, decreasing service delivery times, and improving the customer experience.*

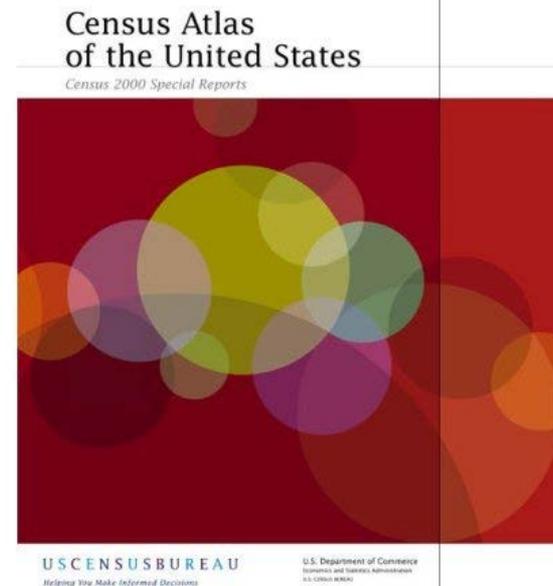
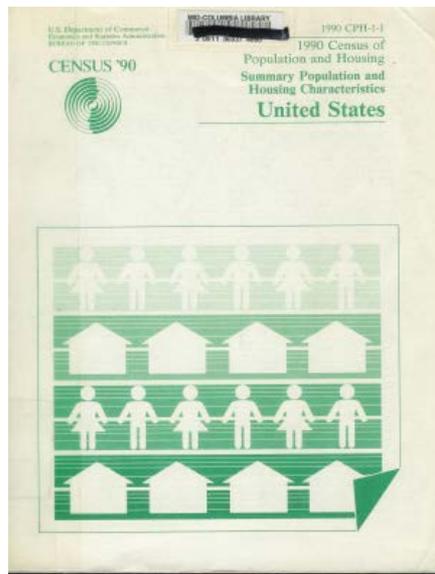
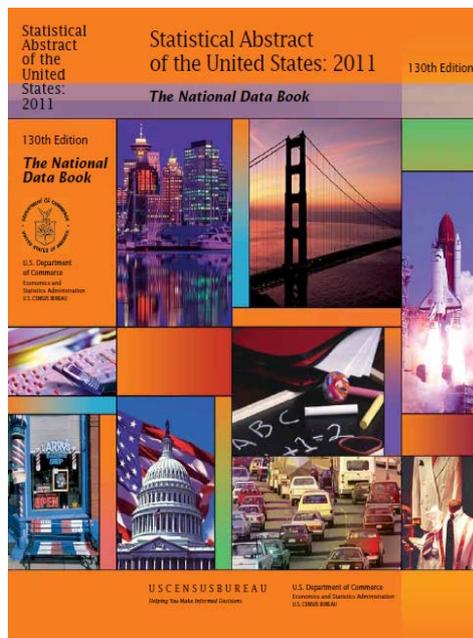


DIGITAL GOVERNMENT: BUILDING A 21ST CENTURY
PLATFORM TO BETTER SERVE THE AMERICAN PEOPLE
MAY 23, 2012

Data Dissemination should align with the Digital Government Strategy that orchestrates several initiatives aimed at improving government services and efficiencies including Executive Order 13571 and others.

- *Enabling **citizens** and an increasingly mobile federal workforce an “anywhere, anytime, on any device” approach*
- *Building the modern infrastructure needed to support digital government to reduce costs*
- *Improve how government connects with, and provides services to, the American people.*

Former Methods for Dissemination



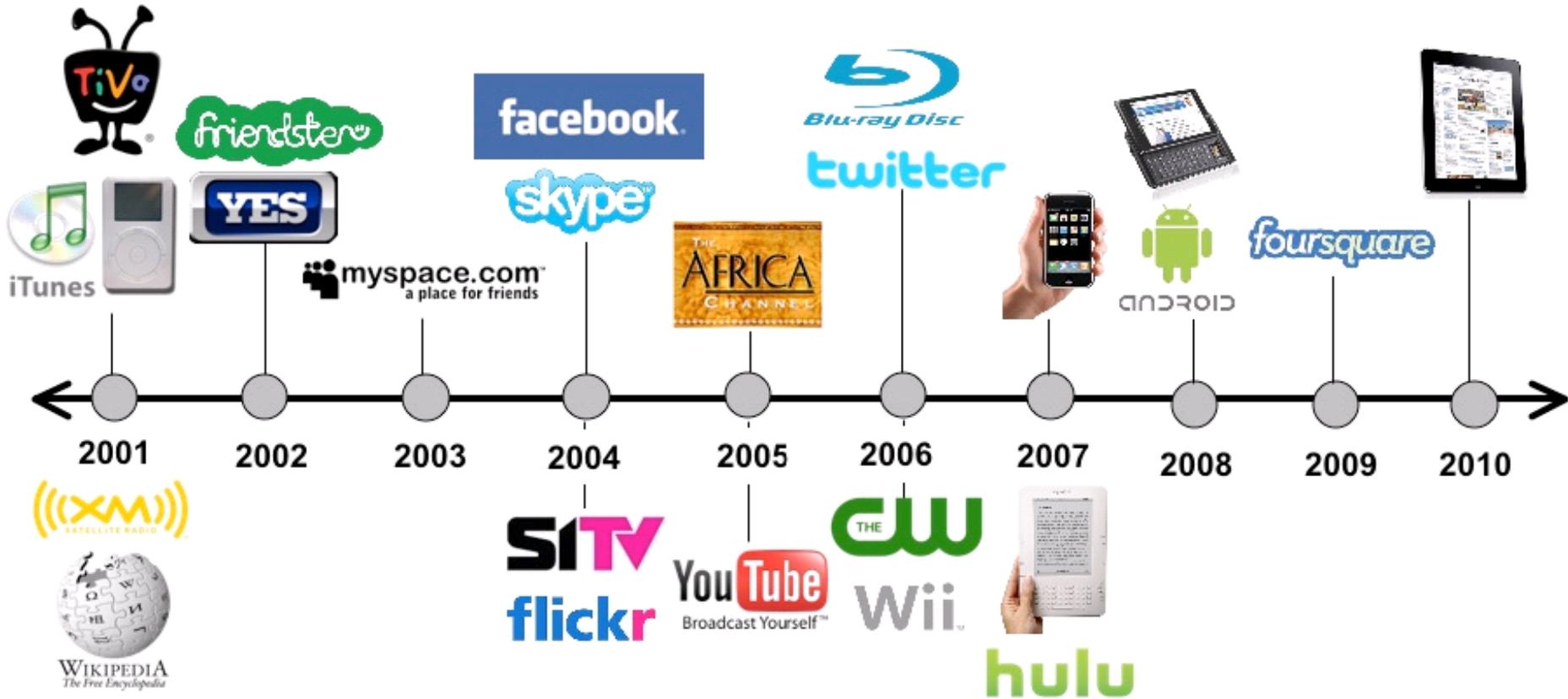
1160. Online News Consumption by Selected Characteristics: 2000 to 2010

[Percent of Internet users 18 years old and over. Represents persons who report getting news online "ever" or "yesterday." Based on telephone surveys of persons with land line telephones, unless otherwise noted. In May 2010, 2,252 persons were interviewed including 744 cell phone users. The response rate for the land line sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent.]

Characteristic	"Ever" get news online			Got news online "yesterday"		
	2000	2009	2010	2000	2009	2010
Total adult Internet users	60	72	75	22	38	43
Age:						
18 to 29 years old	56	74	75	16	35	44
30 to 49 years old	63	76	78	25	44	45
50 to 64 years old	57	71	76	25	37	42
65 years old and over	53	56	62	28	28	34
Sex:						
Male	66	73	77	29	42	48
Female	53	72	74	16	35	38
Race/ethnicity:						
White, non-Hispanic	60	73	75	23	40	43
Black, non-Hispanic	63	72	72	13	32	42
English-speaking Hispanic	57	67	73	23	34	35
Annual household income:						
Less than \$30,000	55	59	64	21	28	28
\$30,000 to \$49,999	57	69	74	20	33	35
\$50,000 to \$74,999	63	75	78	22	40	47
\$75,000 or more	69	84	84	31	53	60
Frequency of Internet use:						
Daily	66	81	82	33	50	54
Several times per week	59	59	64	17	13	14
Less Often	51	30	38	12	2	5

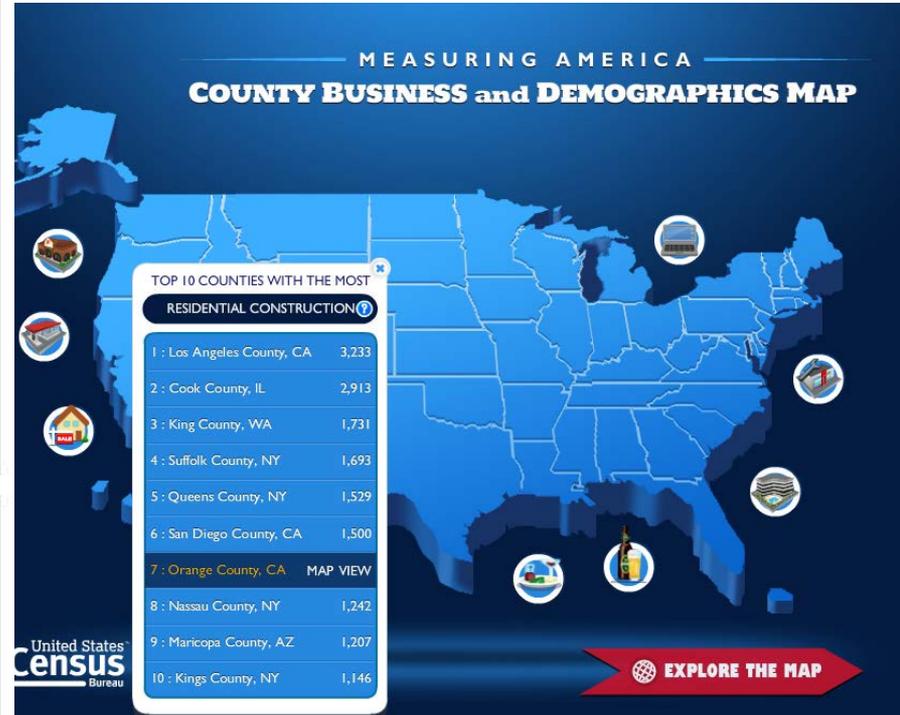
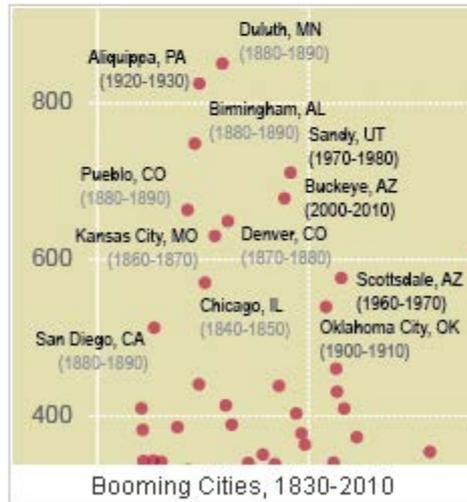
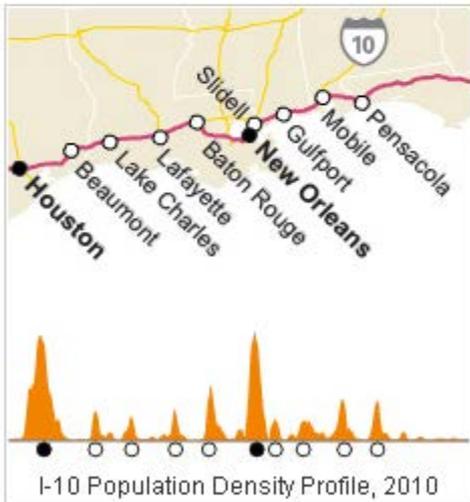
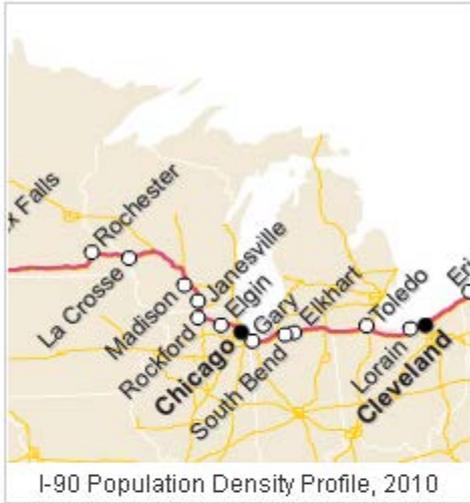
Source: Pew Internet & American Life Project Surveys from March 2000, April 2009, and May 2010, <<http://www.pewinternet.org/index.asp>>.

Rapidly Changing Customer Expectations and Dissemination Tools



Digital Products for the 21st Century

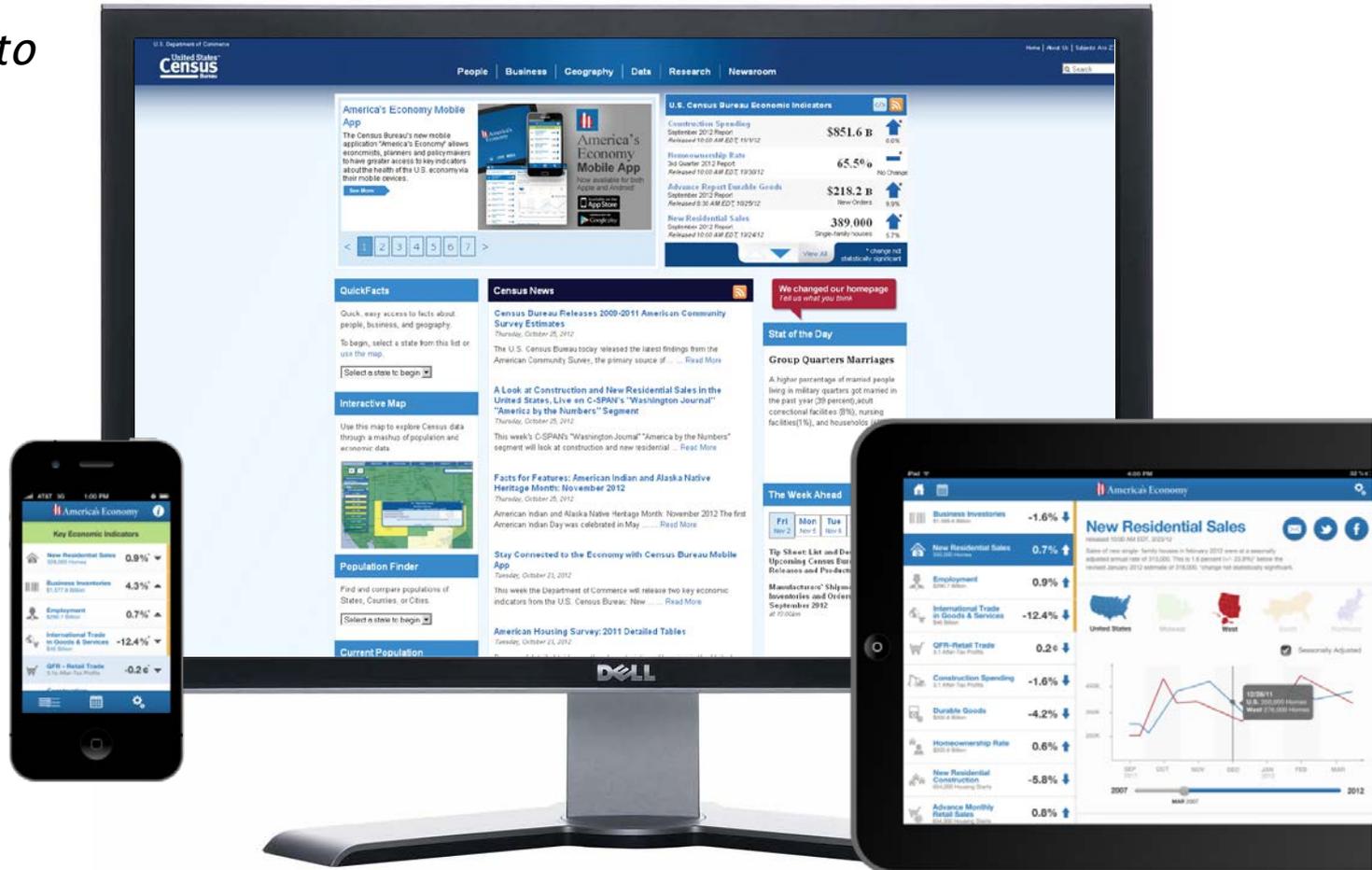
Digital products have replaced traditional publications.



21st Century Expectation: Anywhere, Anytime Access

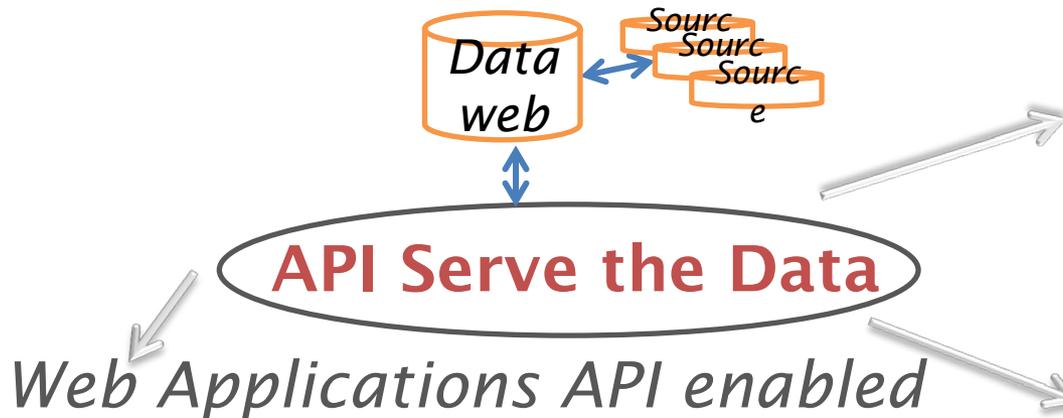
Meet users' expectations:

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



Open Government

APIs provide new methods of data access and dissemination



Advanced Search

The screenshot shows a search results page for the term 'population'. The search bar at the top contains the word 'population'. Below the search bar, there are three search results:

- 7,004,110,246 World | Population Estimate, April 1st, 2012
- 308,745,538 United States | Resident Total Population, 2010
- 37,253,956 California | Resident Total Population, 2010

Below the results, there is a link to 'U.S. & World Population Clocks - Census Bureau Homepage'. A search suggestion dropdown is visible, showing the search term 'income' and suggestions: 'income distribution', 'income inequality', and 'income'. The dropdown also shows a result for 'United States | Median Household Income, 2006-2010' with a value of '\$51,914'.

Mobile Applications

The screenshot shows a mobile application interface for 'America's Economy'. The app displays various economic indicators and charts. Key indicators include:

- New Residential Sales: 0.7% ↑
- Employment: 0.9% ↑
- International Trade in Goods & Services: -12.4% ↓
- GFR-Retail Trade: 0.2% ↓
- Construction Spending: -1.6% ↓
- Charitable Goods: -4.2% ↓
- Homeownership Rate: 0.6% ↑
- New Residential Construction: -5.8% ↓
- Advance Monthly Retail Sales: 0.8% ↑

The app also features a line chart showing 'New Residential Sales' from 2007 to 2012, with a peak in 2006 and a low in 2009. The app is powered by the American Community Survey and Census API.

The screenshot shows the 'Easy Stats' web application interface. The page is titled 'Easy Stats' and has a blue header. The main content area is divided into three sections:

- Select Geography:** A map of the United States with a dropdown menu to 'Select a state'. Below the map, there are optional filters for 'County', 'Place', and 'Congressional District'.
- Choose a topic:** A list of topics including 'Financial', 'Jobs', 'Housing', 'People', and 'Education'. Below the topics, there is a 'Current Table: None'.
- Get Results / Clear Choices:** Two buttons at the bottom of the page.

The page also includes an 'About Easy Stats' section, a 'Powered by' section for the American Community Survey and Census API, and the United States Census Bureau logo.

Meeting Customer Demands

Population Clock

U.S. Population

3 1 5 , 3 2 4 , 4 7 2

World Population

7 , 0 6 6 , 0 5 7 , 5 9 9

COMPONENTS OF POPULATION CHANGE

02:50:29 UTC

- One birth every 8 seconds
- One death every 12 seconds
- One international migrant (net) every 44 seconds
- Net gain of one person every 15 seconds

WORLD RANKINGS

Top 10 Most Populated Countries		Top 10 Fastest Growing Countries	
1. China	6. Pakistan	1. China	6. Pakistan
2. India	7. Nigeria	2. India	7. Nigeria
3. United States	8. Bangladesh	3. United States	8. Bangladesh
4. Indonesia	9. Russia	4. Indonesia	9. Russia
5. Brazil	10. Japan	5. Brazil	10. Japan

The United States Population on **July 4, 2012** was: **313,932,848**

Annual Population Estimates

United States Population Growth by Region

Learn More | Download and Share | View Data Table

Region	Population	Percentage
Northeast	54,451,230	18.4%
Midwest	65,751,872	22.2%
West	67,833,726	23.0%
South	107,479,771	36.4%

United States Population by Age and Sex

Learn More | Download and Share | View Data Table

QuickFacts

US Department of Commerce | Blogs | Help | Connect

United States Census Bureau

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

Dashboard | Table | Map | Chart | Share or Download

Topic: State, County, City, Place

State: County: Place: Update

QUICKFACT

USA

PEOPLE

- Population, 2011 estimate: 308,745,538
- Population, 2010 (April 1), estimates base: 308,745,538
- Population, percent change, April 1, 2010 to July 1, 2011: 0.0%
- Population 2010: 308,745,538
- Persons under 5 years, percent, 2010: 6.5%
- Persons under 18 years, percent, 2010: 23.7%
- Persons 65 years and over, percent, 2010: 13.3%
- Female persons, percent, 2010: 50.8%
- White persons, percent, 2010 (a): 78.1%
- Black persons, percent, 2010 (a): 13.1%
- American Indian and Alaska Native persons, percent, 2010: 1.2%

Population 2010: State Level Data

Population 2010: State Level Data

State	Population (in millions)
Alabama	~4.5
Alaska	~0.6
Arizona	~6.0
Arkansas	~3.0
California	~37.0

Manufacturers' Goods

September 2012 Report
Released 10:00 AM EDT, 11/2/12

\$475.4 B ↑*
New Orders 4.8%

Construction Spending

September 2012 Report
Released 10:00 AM EDT, 11/1/12

\$851.6 B ↑*
0.6%

Homeownership Rate

3rd Quarter 2012 Report
Released 10:00 AM EDT, 10/30/12

65.5% —*
No Change

Advance Report Durable Goods

September 2012 Report
Released 8:30 AM EDT, 10/25/12

\$218.2 B ↑*
New Orders 9.9%

View All * change not statistically significant

Economic Indicators



Theme-based navigation

- Matches some of the most frequently searched terms and accessed statistics on census.gov.
 - Population
 - Economy
 - Business
 - Education
 - Employment
 - Energy & Environment
 - Families & Living Arrangements
 - Foreign Trade
 - Government
 - Health
 - Housing
 - Income & Poverty
 - Transportation

The screenshot shows the United States Census Bureau website interface. At the top, there is a navigation bar with the 'United States Census Bureau' logo and a search bar. Below the logo are several menu categories: Topics (Population, Economy...), Geography (States, Maps, Island Areas...), Data (Decennial, Historical...), Library (Apps, Publications...), Newsroom (News, Events, Blogs...), and About (Researchers, Surveys...). A 'Title Goes Here' placeholder is visible above a main content area.

The main content area features a 'Visual Title Goes Here' section with a map of the United States. The map is color-coded by county, representing the 'Likelihood of returning Census form' based on 12 factors such as poverty, English-speaking ability, and homeownership. A legend on the right indicates the score ranges: Most likely (0-15), Likely (16-30), Less likely (31-45), and Least likely (46-82). Below the map is a source attribution: 'Source: Analysis of Census Bureau Data by Paul Overstreet'.

Below the map, there are three columns of related content: 'Related Topics' (Education, Employment), 'Latest from the Newsroom' (Income and Poverty, Elderly Healthcare), and 'Most Popular' (Population Growth, Census 2010). Each item includes a small thumbnail image and a brief text snippet.

At the bottom of the page, there is a footer with a grid of links for various sections: ABOUT US, FIND DATA, BUSINESS & INDUSTRY, PEOPLE & HOUSEHOLDS, SPECIAL TOPICS, and BUSINESS & INDUSTRY. The footer also includes accessibility and privacy information, and social media icons for Facebook, Twitter, YouTube, and LinkedIn.

Data Dissemination Capabilities Team

PROJECT TITLE

Data Dissemination Capabilities and Road Map: 2013

PROJECT DESCRIPTION

Assess and recommend capabilities that the Census Bureau needs to acquire and maintain to disseminate its vast data collection to its broad range of external users. Emphasizing the future needs of outside users, the Dissemination Capabilities Team (Team) will identify the capabilities and functions that define an optimal and streamlined business process for achieving this outcome.

With user needs as a driving force, the Team will assess the completeness of the Census Bureau's Dissemination products and process portfolio and provide recommendations and a roadmap for Census to move forward to modernize, optimize, and streamline an adaptive dissemination activities and operations system. All recommendations will be consistent with *Direction of Future Census Bureau Operations* (February 2013).



Engaging Staff to Change

Mission **DATA**
CLARITY

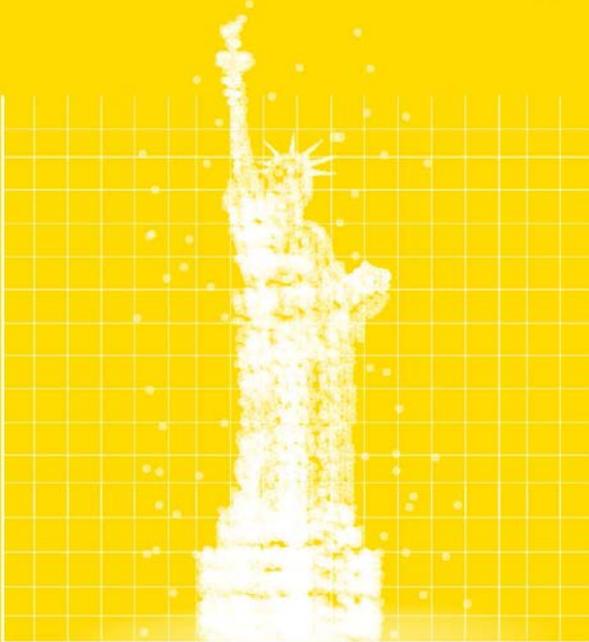
United States™
Census
Bureau

More Sharable, Embeddable, Customizable and Downloadable. Secure as ever.

[Census.gov/Clarity](https://census.gov/Clarity)

Mission **DATA** **CLARITY**

America's data resources
are now more illuminating.



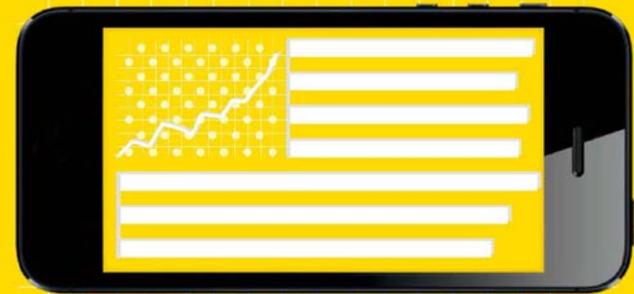
Mission Data Clarity is making our information easier than ever to use and understand, illuminating the future of American innovation.



More Sharable, Embeddable, Customizable and Downloadable. Secure as ever.

[Census.gov/Clarity](https://census.gov/Clarity)

America's data resources
are now more accessible.



Mission Data Clarity is making our information easier than ever to use and understand, illuminating the future of American innovation.



More Sharable, Embeddable, Customizable and Downloadable. Secure as ever.

[Census.gov/Clarity](https://census.gov/Clarity)

Mission **DATA** **CLARITY**



Percentage of people who like apple pie.

Making America's data resources easier to consume.

Mission DATA CLARITY | **United States Census Bureau**

More Shareable, Embeddable, Customizable and Downloadable. Secure as ever. [Census.gov/Clarity](https://www.census.gov/Clarity)

Mission **DATA** **CLARITY**

Step 1



Step 2



We're making America's data resources this easy to crunch.

Mission Data Clarity is making our information easier than ever to use and understand, illuminating the future of American innovation.



More Sharable, Embeddable, Customizable and Downloadable. Secure as ever.

[Census.gov/Clarity](https://www.census.gov/clarity)



Census.gov 2.0 Beta

The redesign of Census.gov is underway and now in Beta. Extensive research was conducted to identify areas of improvement and develop the new website with new navigation. Take a look and tell us what you think...

Latest Future On: Blogs

- Mission Data Clarity - Making America's Data Resources Easier to Understand
- Data Management System Provides Easier Access to Data Sets
- Third Census Codeathon Produces New App for Entrepreneurs by Day's End

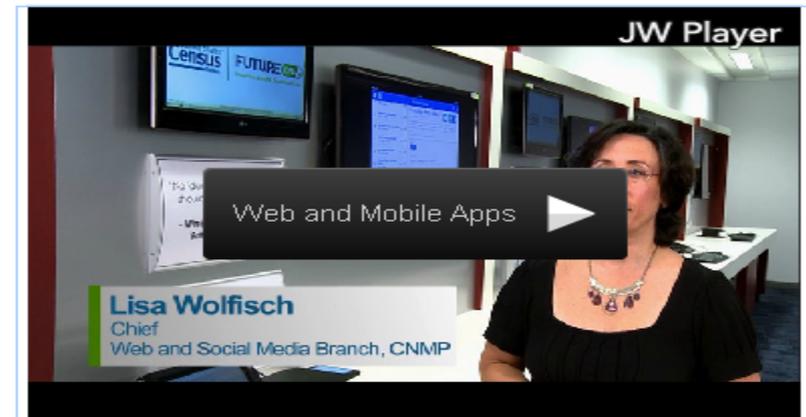
Highlights

- » Blog: The Future is Now for Open Data
- » View the latest on Easy Stats and QuickFacts
- » Customer Feedback & Web Analytics Dashboard

Mobile, Apps, Widgets & More...

- » America's Economy
- » Population Clock
- » My Congressional District

Digital Innovation



Submit Questions/Suggestions Here



Request Internal Communications
Broadcast Messages
Announcements
Post a Banner

Field Realignment

Demo Survey Realignment

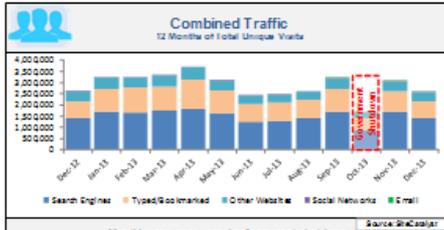
WWW
Firewall
Accessibility
Privacy Policy

CEM Monthly Dashboard

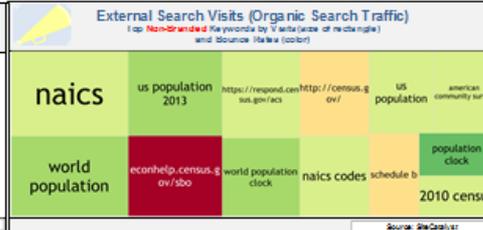


Customer Engagement Dashboard

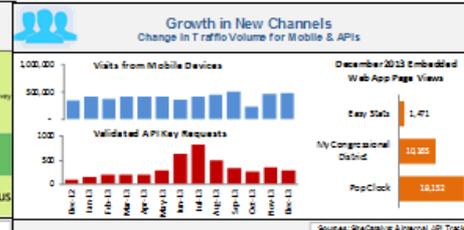
December 2013



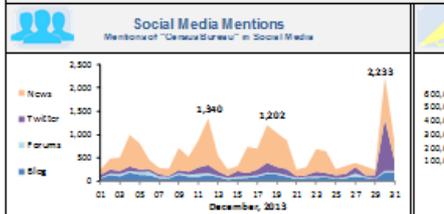
Monthly year-over-year declines, post-shutdown, appear to be lessening. Overall decline in December is 1.6%, broken out as follows: -0.6% from Search Engines, 1.6% for Typed/Bookmarked, -1.52% for Other Websites and 26.7% for Social Networks. In slight: Our investigation of how Google and other search engines are referring visitors to Census.gov is still important but less urgent.



The URL econhelp.census.gov/sbo continues a monthly trend, and has highest bounce rate for top searches in December. As predicted, another high-bounce search, "Population of California," is floundering in the top positions and is therefore no longer on this graphic. This is due to a change in Google, which no longer delivers population clock a review on the search results page, above any links to Census.gov.



Growth in visits from mobile sites increased by 36% from a year ago. Validated API key requests also grew by 208%. Although no apparent from the graphic above, each of the Web Apps took a dip in total page views this month compared to November of 2013.



The largest spike, on the 30th, was caused by the release of population estimates. The Twitter and News items correspond with spike in traditional new media that day. Other high News days were on the 12th, when 2012 SAHPE estimates, and an infographic about household's receiving stimuli, benefits were released, and on the 18th, the release date of the Census Explorer Tool.



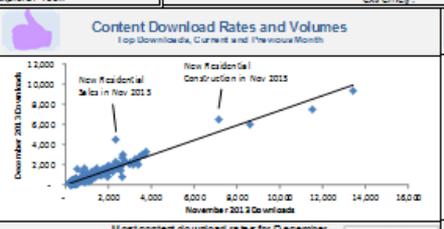
Media impressions declined year-over-year this month by 6%. Overall, television in December 2013 grew significantly, but not enough to compensate for a decline in radio impressions this month over last December. In slight: Online & Blogs as reported by VDCUS are a nearly non-existent again this December. Investigations are continuing into how this category of impressions can fluctuate so extremely.



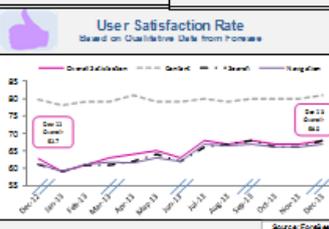
There is a great deal of variation between the categories of search phrases that are used, in terms of download rates. Income & Poverty and Health and Family & Living Arrangements had the highest download rates. The lowest belonged to Foreign Trade (contains NAICS) and "Other". These are searches that are difficult to categorize. "More" contains less common searches, including Construction, Crime, Economic Census, Brand Phrase, QuickFacts, Statistical Abstract Veterans and Genealogy.



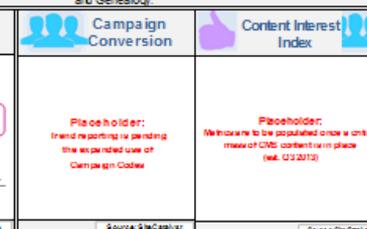
This month's results showed variation between New and Repeat visits within the norm. NOTE: January will show a change made Dec. 6 that defines return visits as any within 60 days instead of the standard 30 days.



Most content download rates for December were at parity with November, with the exception of Residential Sales and Construction Reports. Their release was postponed, explaining why December downloads exceed their November numbers. NOTE: Next month there will be a surge in downloads from Internal Program pages due to implementation of new download monitoring capabilities on the pages.



December Overall Satisfaction grew year-over-year by roughly 5 points, from 62.7 to 68.0.



Placeholder: Metrics are to be populated once a critical mass of CMS content is in place (est. Q3 2013)

Legend

Conversions = File Downloads
Bounce Rate = 1-Page Visit Rate

BOUNCE RATES		Color	DOWNLOAD RATES		Color
Minimum	6.2%	Green	Minimum	0.41	Red
Min. + 1/8ths	14.8%	Light Green	Min. + 1/8ths	0.51	Orange
Min. + 2/8ths	23.5%	Yellow-Green	Min. + 2/8ths	0.61	Yellow
Min. + 3/8ths	32.2%	Yellow	Min. + 3/8ths	0.72	Orange
Min. + 4/8ths	40.9%	Light Orange	Min. + 4/8ths	0.82	Red
Min. + 5/8ths	49.5%	Orange	Min. + 5/8ths	0.93	Dark Orange
Min. + 6/8ths	58.2%	Dark Orange	Min. + 6/8ths	1.03	Red
Maximum	66.9%	Red	Maximum	1.13	Dark Red

Goal #1: Increase Customer Satisfaction (Green dot)

Overall customer satisfaction as measured by ForeSee grew by 5 points compared to one year earlier.

Goal #2: Grow our Audience (Yellow dot)

The fall in year-over-year traffic for October due to the shutdown appears to have leveled off, and the number of December visits is roughly equal to December a year ago.

Goal #3: Increase Awareness of Census Statistics (Red dot)

December media impressions fell by 6% compared to this month last year.

Sharing Metrics to Inform How to Improve Products and Services



Internal Search Conversion Rate

Conversion Rate = Downloads/# of Searches

DOWNLOAD RATES		Color
Minimum	0.42	
Min. + 1/8th	0.52	
Min. + 2/8ths	0.62	
Min. + 3/8ths	0.72	
Min. + 4/8ths	0.82	
Min. + 5/8ths	0.93	
Min. + 6/8ths	1.03	
Maximum	1.13	

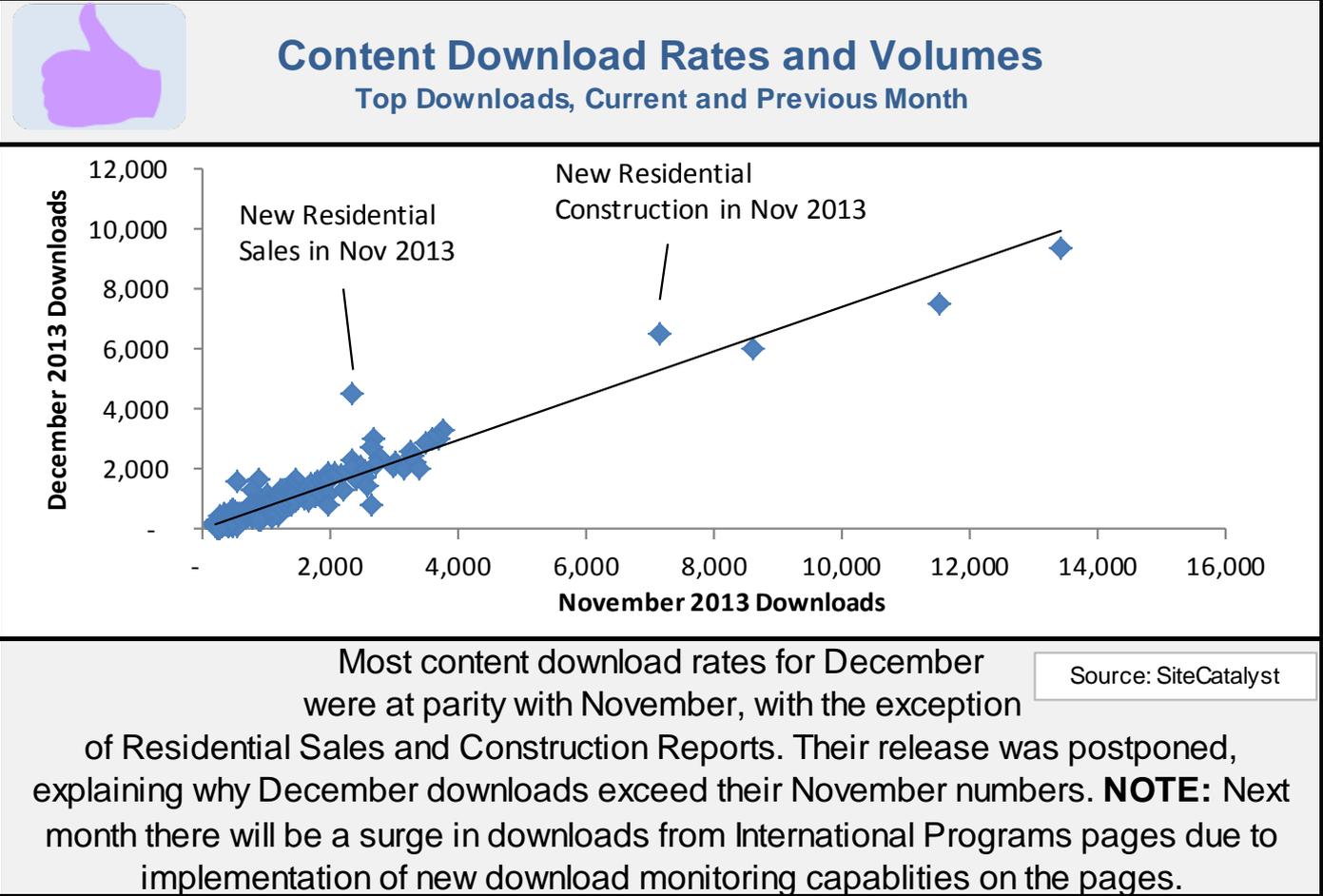


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Source: Site Catalyst

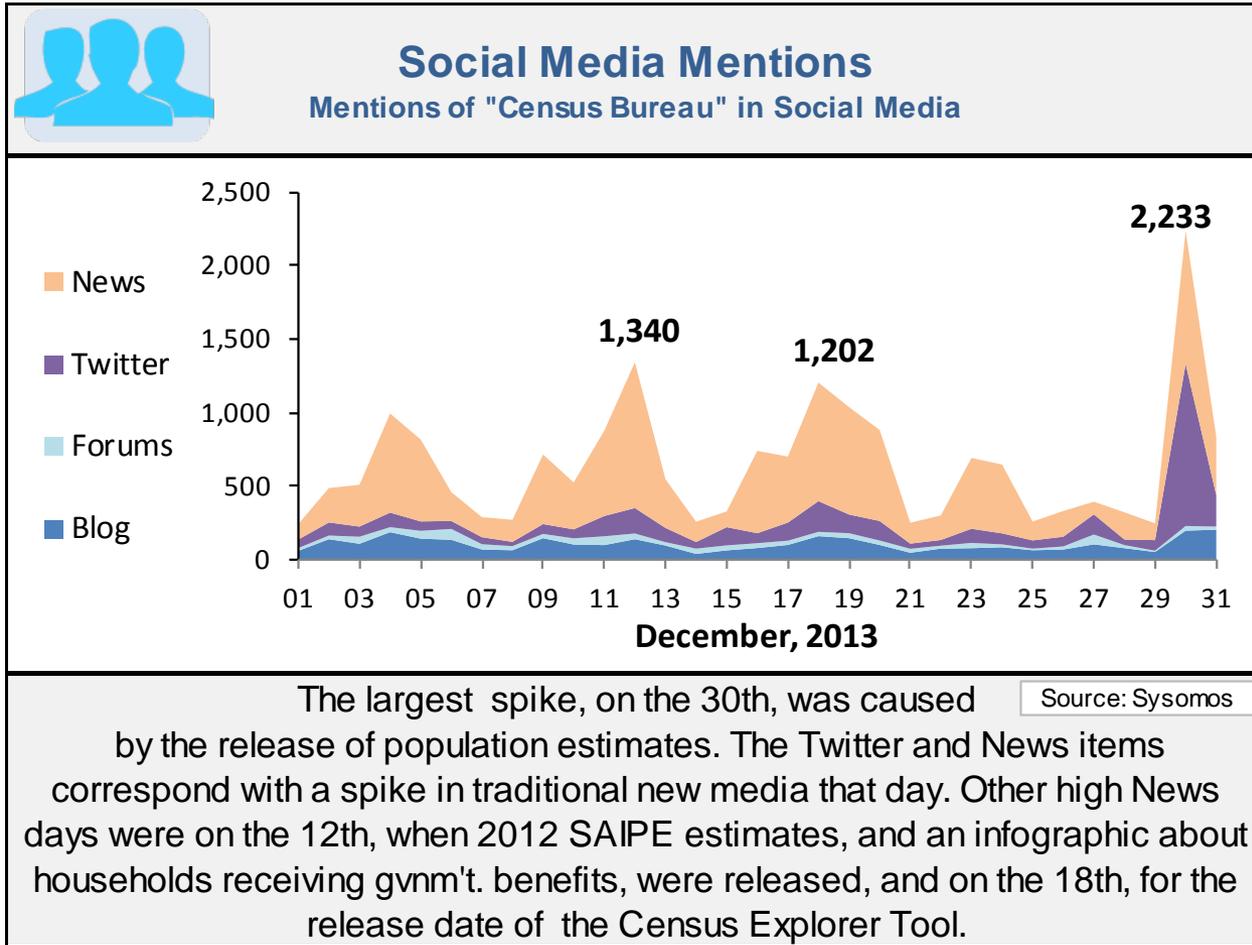


Goal #1: Increase Customer Satisfaction





Goal #2: Grow Our Audience

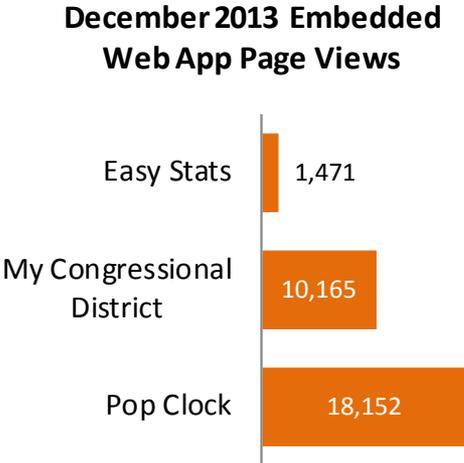
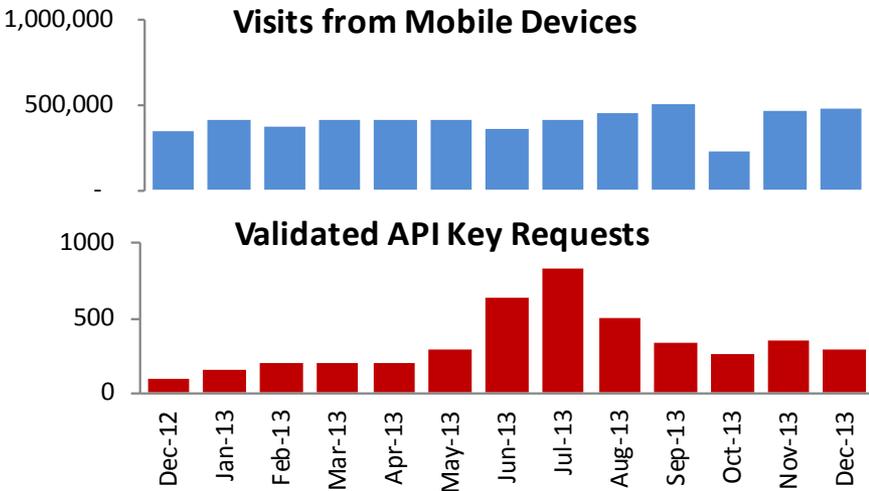




Goal #3: Increase Awareness of Census Statistics



Growth in New Channels Change in Traffic Volume for Mobile & APIs



Sources: SiteCatalyst & Internal API Tracker

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*Data Dissemination
in a new Era:
A Customer-centric
approach*

Questions, Feedback