

Transitioning to data.census.gov

Tyson Weister

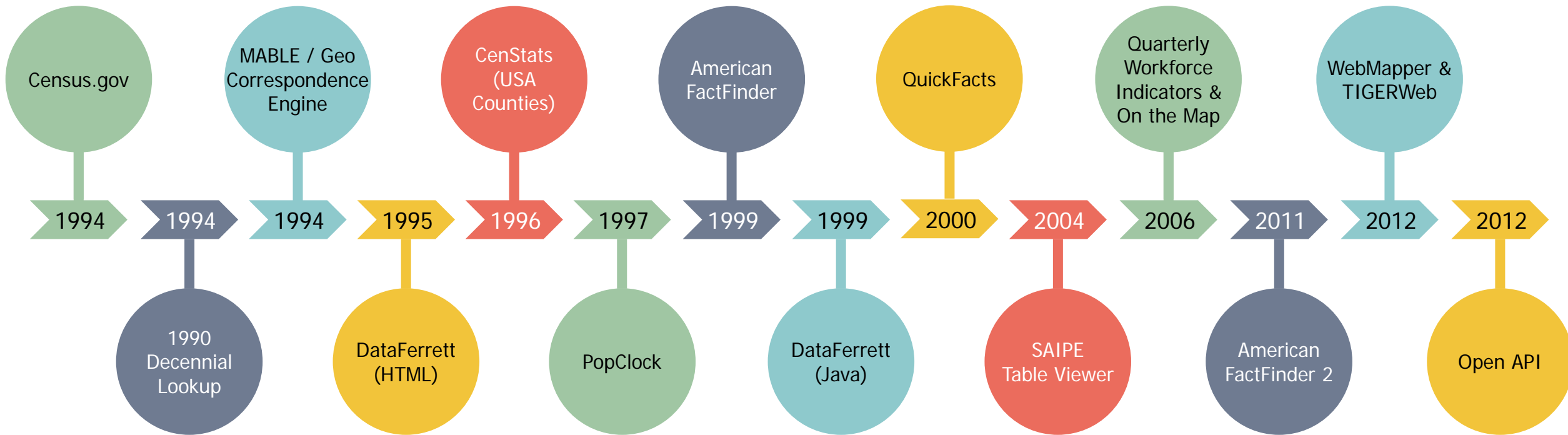
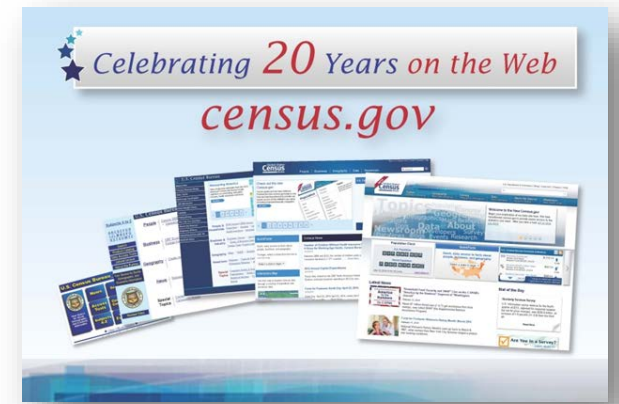
Center for Enterprise Dissemination (CED)

U.S. Census Bureau

Outline

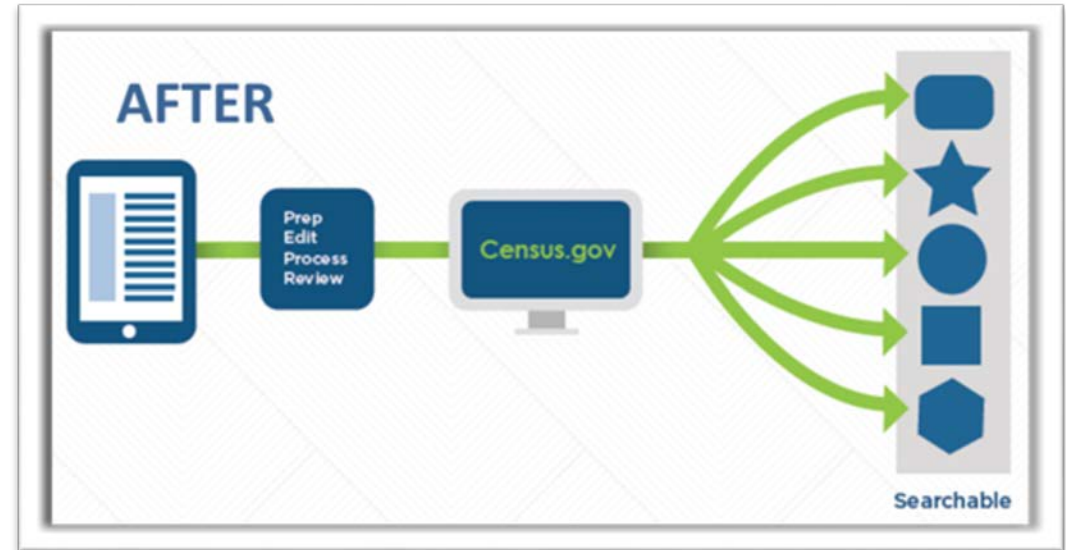
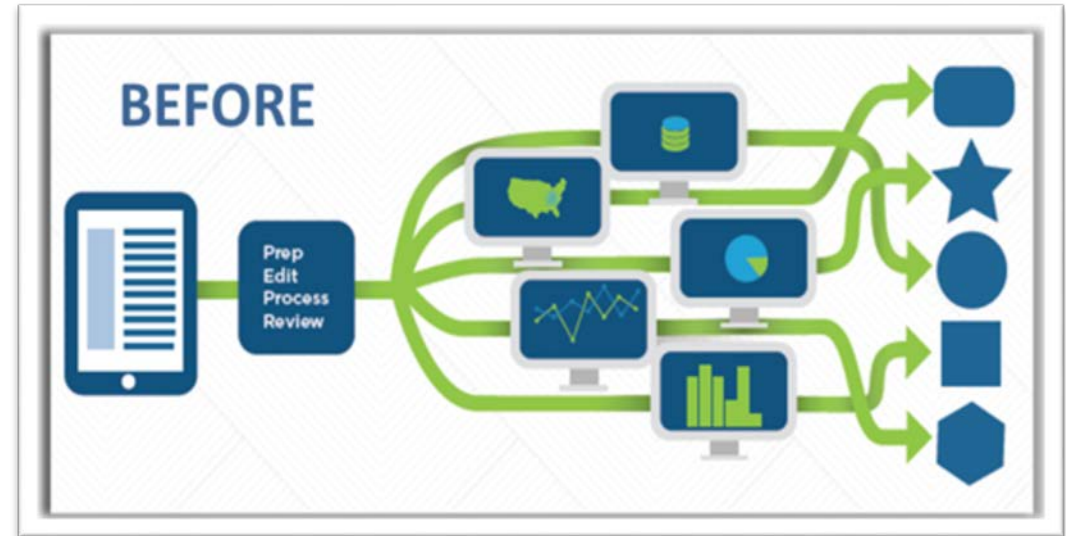
- Vision in Brief
- Current Snapshot
- Latest Updates and Live Demo
- Looking Ahead
- Q&A

Census Bureau Online History

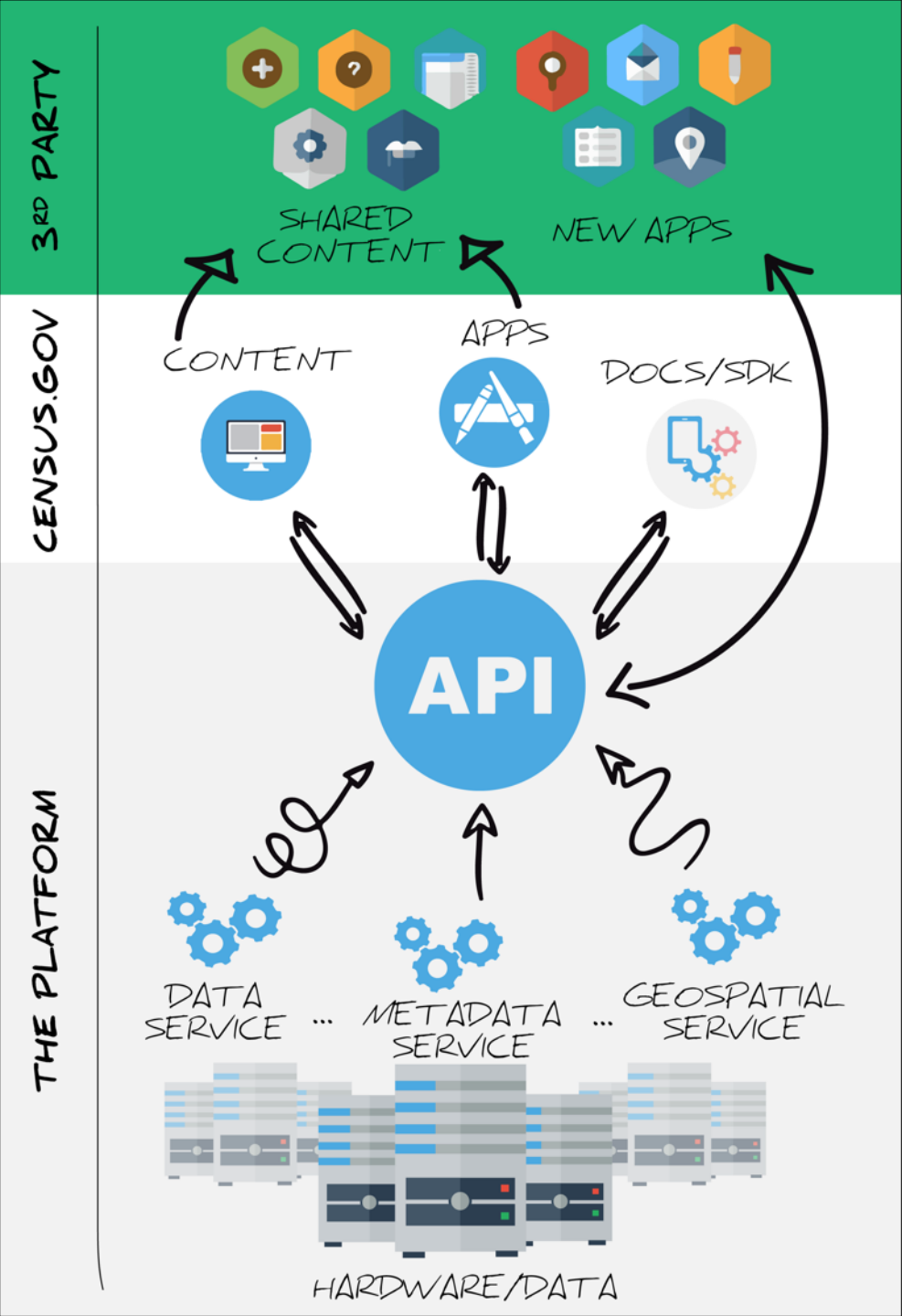


New Enterprise Dissemination

- ✓ 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

Data Product	2010	2011	2012	2013	2014	2015	2016	2017
Detailed Tables	✓	✓	✓	✓	✓	✓	✓	✓
Subject Tables	✓	✓	✓	✓	✓	✓	✓	✓
Supplemental Tables	–	–	–	–	✓	✓	✓	✓
Selected Population Profiles							✓	✓
Data Profiles	✓	✓	✓	✓	✓	✓	✓	✓
Comparison Profiles	✓	✓	✓	✓	✓	✓	✓	✓
Selected Population Tables (5-Year)		–	–	–	–		–	–
American Indian Alaska Native Tables (5-Year)		–	–	–	–		–	–

✓: Available now

Blank cell: Coming soon

Data in the New Platform: Decennial and Econ

Data Product	2010	2011	2012	2013	2014	2015	2016	2017
Decennial Census (Summary File 1, 113 th & 115 th Congress Detailed Tables)	✓	–	–	–	–	–	–	–
Economic Census	–	–	✓	–	–	–	–	
County Business Patterns	–	–	✓	✓	✓	✓	✓	
Non-Employer Statistics	–	–	✓	✓	✓	✓	✓	
Survey of Business Owners (Company Summary & Characteristics of Business Owners)	–	–	✓	–	–	–	–	–

✓: Available now

Blank cell: Coming soon

Upcoming Milestones

Summer 2019

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

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.

Feedback on data.census.gov we recently implemented

“After backing out and starting over, I received the message “Sorry, that table is too large to display.”

“The geo selection feature in data.census.gov is very poorly designed as of right now!”

“When selecting geographies, the list also is somewhat in alphabetical order but also somewhat not. It is confusing.”

“I get that many users don't want to bother with MOEs...but as a scientific bureau, we should have MOEs displayed as a default. They're very important for understanding an estimate.”

“Is it possible to have the column heading wrap in a cell rather than have to be 'stretched' out because it is on one line?”



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
- Pseudo 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

The screenshot shows the search results page for 'veterans virginia'. At the top, there is a search bar with the text 'veterans virginia' and a search button. Below the search bar, there are tabs for 'ALL', 'TABLES', 'MAPS', and 'PAGES'. The 'ALL' tab is selected. Below the tabs, it says 'About 605 results'. There are two featured result cards. The first card is titled '10.6% +/- 0.2% Veterans in Virginia' and includes the source 'Source 2017 American Community Survey 1-Year Estimates' and a URL. The second card is titled 'Virginia Profile' and includes the text 'Virginia has a total area of 39,471.3 square miles, including 3,292 square miles of water, making it the 37th-largest state by area.' Both cards have an 'EXPLORE DATA' link.

Improved - Curated table results

The first 3 table results

The screenshot shows the search results page for 'veterans virginia' with the 'TABLES' tab selected. It displays three table results. The first table is titled 'VETERAN STATUS' and includes the survey/program 'American Community Survey' and years '2017,2016,2015,2014,2013,2012,2011,2010'. The table has a header for 'Virginia' and columns for 'Veterans' and 'Percent Veterans'. The second table is titled 'SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER' and includes the survey/program 'American Community Survey' and years '2017,2016,2015,2014,2013,2012,2011,2010'. The third table is titled 'SEX BY AGE BY VETERAN STATUS FOR THE CIVILIAN POPULATION 18 YEARS AND OVER (WHITE ALONE)' and includes the survey/program 'American Community Survey' and years '2017,2016,2015,2014,2013,2012,2011,2010'. A 'VIEW ALL TABLES (37)' button is located at the bottom right.

Virginia					
Margin of Error	Veterans		Percent Veterans		Estimate
	Estimate	Margin of Error	Estimate	Margin of Error	
(X)	687,271	+/-10,981	10.6%	+/-0.2	5,801,499
(X)	215,868	+/-7,914	31.4%	+/-0.9	

Two Options to Find Featured Results

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

Explore Census Data

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

2) **Advanced Search:** Use filters

- Topics → Populations and People → **Veterans**
- Geography → 040 - State → **Virginia**

FILTERS

- Topics
- Geography
- Years
- Surveys
- Codes

TOPICS

- Health
- Housing
- Income and Poverty
- Populations and People**
- Race and Ethnicity

POPULATIONS AND PEOPLE

- Language Spoken at Home
- Native and Foreign Born
- Older Population
- Population Change and Components
- Residential Mobility
- Veterans**

GEOGRAPHY

- 010 - United States
- 020 - Region
- 030 - Division
- 040 - State**
- 050 - County
- 060 - County Subdivision
- 061 - Estimates Universe

040 - STATE

- Utah
- Vermont
- Virginia**
- Washington
- West Virginia
- Wisconsin

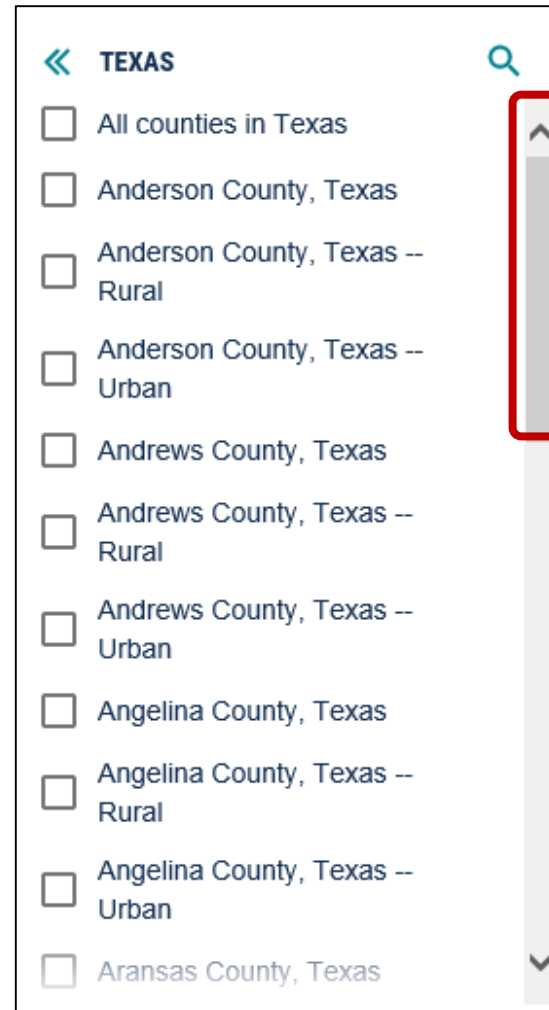
Search Query t:Veterans g:Virginia

Faceted Filters: Quicker Scrolling Experience

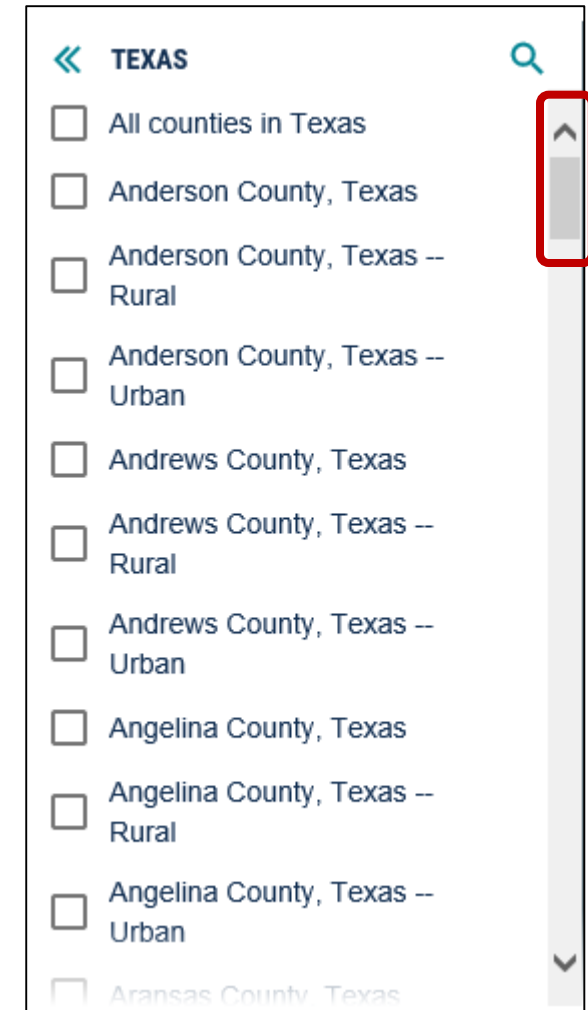
Quicker scrolling experience:

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



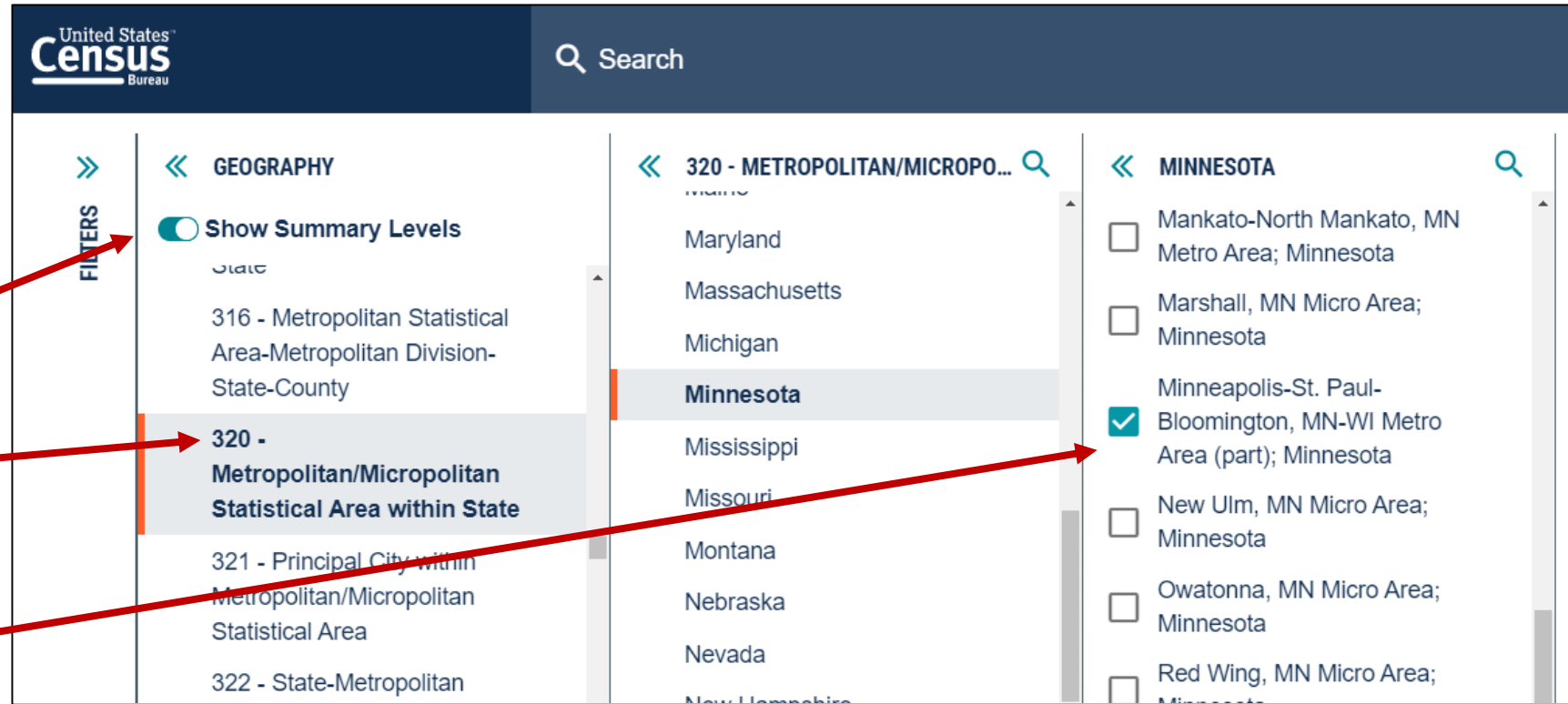
New: 100 results load at a time



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)

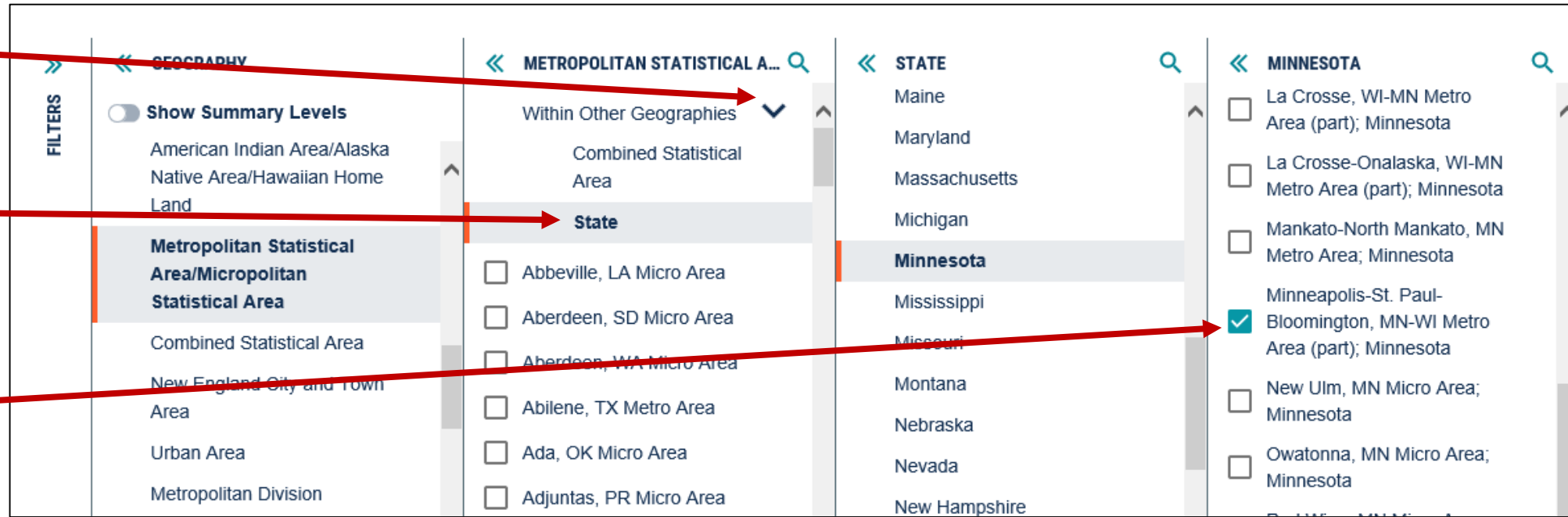
The screenshot shows the U.S. Census Bureau website interface. At the top, there is a search bar and the logo. Below, a 'FILTERS' sidebar is open to the 'GEOGRAPHY' section. A red arrow points to the 'Show Summary Levels' toggle, which is currently turned off. Another red arrow points to the 'Metropolitan Statistical Area/Micropolitan Statistical Area' category, which is highlighted. A third red arrow points to the 'Minneapolis-St. Paul-Bloomington, MN-WI Metro Area' checkbox, which is checked. The right-hand panel shows a list of geographies under the heading 'METROPOLITAN STATISTICAL A...'. The 'Minneapolis-St. Paul-Bloomington, MN-WI Metro Area' is the selected item.

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

The screenshot shows the United States Census Bureau search interface. On the left, a 'FILTERS' sidebar has 'Geography' selected. The main panel is titled 'GEOGRAPHY' and includes a 'Show Summary Levels' toggle. A search bar at the top right contains 'san an' and a magnifying glass icon. Below the search bar, two results are listed: 'San Angelo, TX Metro Area' (unchecked) and 'San Antonio-New Braunfels, TX Metro Area' (checked). A list of geographic levels is shown below, with level 294 (American Indian Area) grayed out. At the bottom, a 'Search Query' field contains 'd:"ACS 1-Year Estimates Detailed Tables"', and there are 'VIEW QUERY' and 'VIEW ALL RE' buttons.

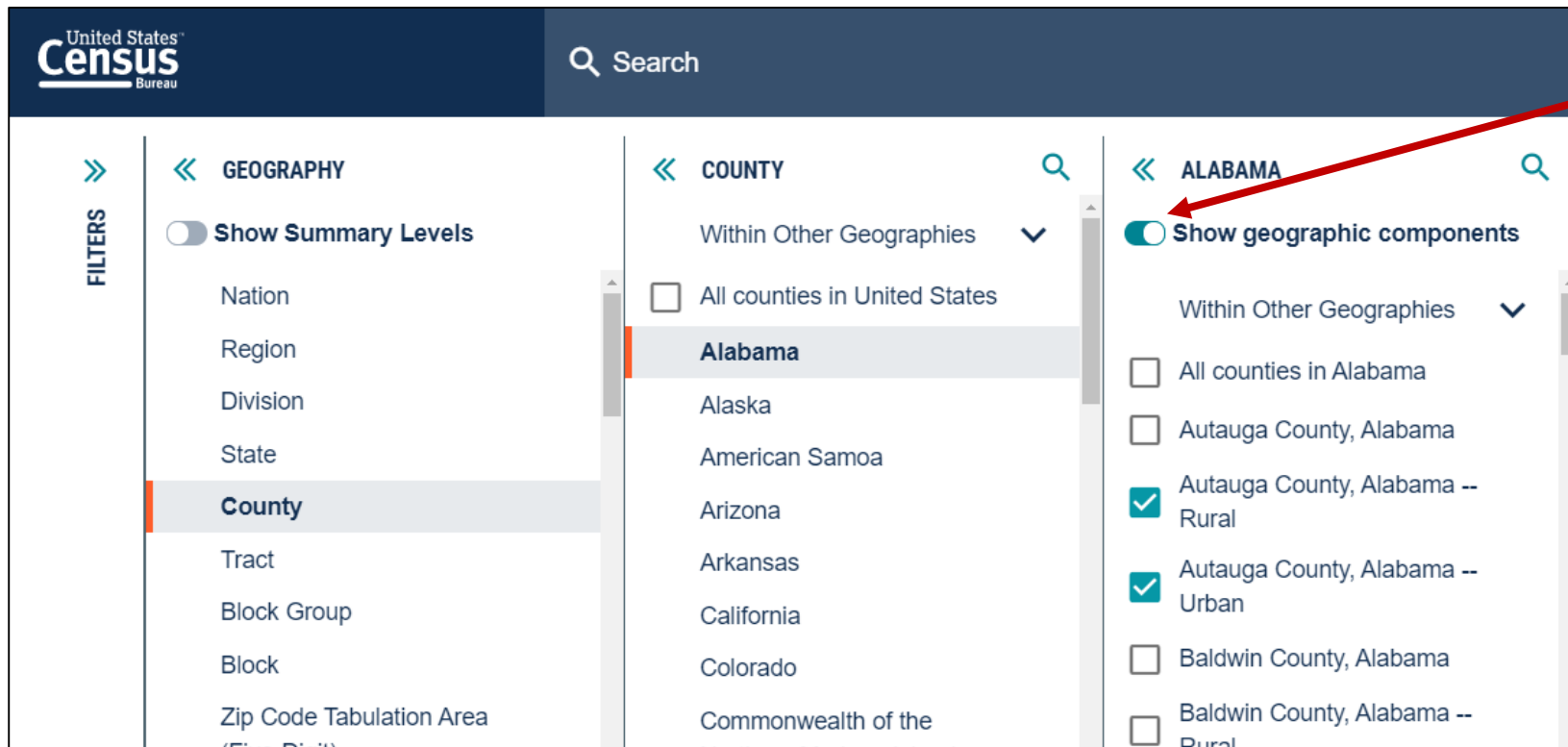
1. Search by filter panel – narrow results in a long list of geographies

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



New toggle to select geo 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

United States Census Bureau

ALL TABLES MAPS PAGES

146 Results Filter | Download

Download Selected (2)

- COMMUTING CHARACTERISTICS BY SEX**
Survey/Program: American Community Survey
Years: 2017,2016,2015,2014,2013,2012,2011,2010
Table: S0801
- MEANS OF TRANSPORTATION TO WORK BY SELECTED CHARACTERISTICS**
Survey/Program: American Community Survey
Years: 2017,2016,2015,2014,2013,2012,2011,2010
Table: S0802

Download / Print / Share

DOWNLOAD EMBED SHARE API PRINT MORE DATA

Select Table Vintages

	All	2017	2016	2015	2014	2013	2012	2011
S0801								
1-Year	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-Year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S0802								
1-Year	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-Year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

File Type

CSV
 PDF

What You're Getting

- 2 .csv files (metadata)
- 2 .csv files (data)
- 2 .txt files (table title)

Uncompressed Estimated Size: 144.8 kB

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		
	Estimate	Margin of Error
▼ Total:	1,135,333	+/-11,805
▼ Car, truck, or van:	1,025,302	+/-12,658
Drove alone	906,905	+/-12,930
^ Carpooled:	118,397	+/-6,520
▼ Public transportation (excl...)	22,217	+/-2,835
Bus or trolley bus	Public transportation (excluding taxicab): 4	+/-2,810
Streetcar or trolley car (...)	8	+/-340

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

Table Controls – New Links to FTP/Census Websites

The screenshot shows the Census Bureau website interface for the table 'SEX OF WORKERS BY MEANS OF TRANSPORTATION TO WORK'. The page includes a search bar, a title, a chevron icon, a 'Download / Print / Share' button, a 'More Data' tab, and a 'Continue to Site' button.

United States
Census
Bureau

Search

SEX OF WORKERS BY MEANS OF TRANSPORTATION TO WORK

Geogr... San Antonio-New Braunfels, T... [CHANGE GEOGRAPHY](#)

Year: 2017 [CHANGE YEAR](#)

Estimates: 1 Year

Show Margin Of Error Transpose Table

[VIEW MAP](#)

[VIEW CHART](#)

[HIDE / FILTER / SORT](#)

[DOWNLOAD / PRINT / SHARE](#)

[VIEW DATA NOTES](#)

[Download / Print / Share](#)

[DOWNLOAD](#) [EMBED](#) [SHARE](#) [API](#) [PRINT](#) [MORE DATA](#)

More Data

The link below will take you to a FTP or census website to download larger data files from a directory.
The data will not reflect any customizations you have made here.

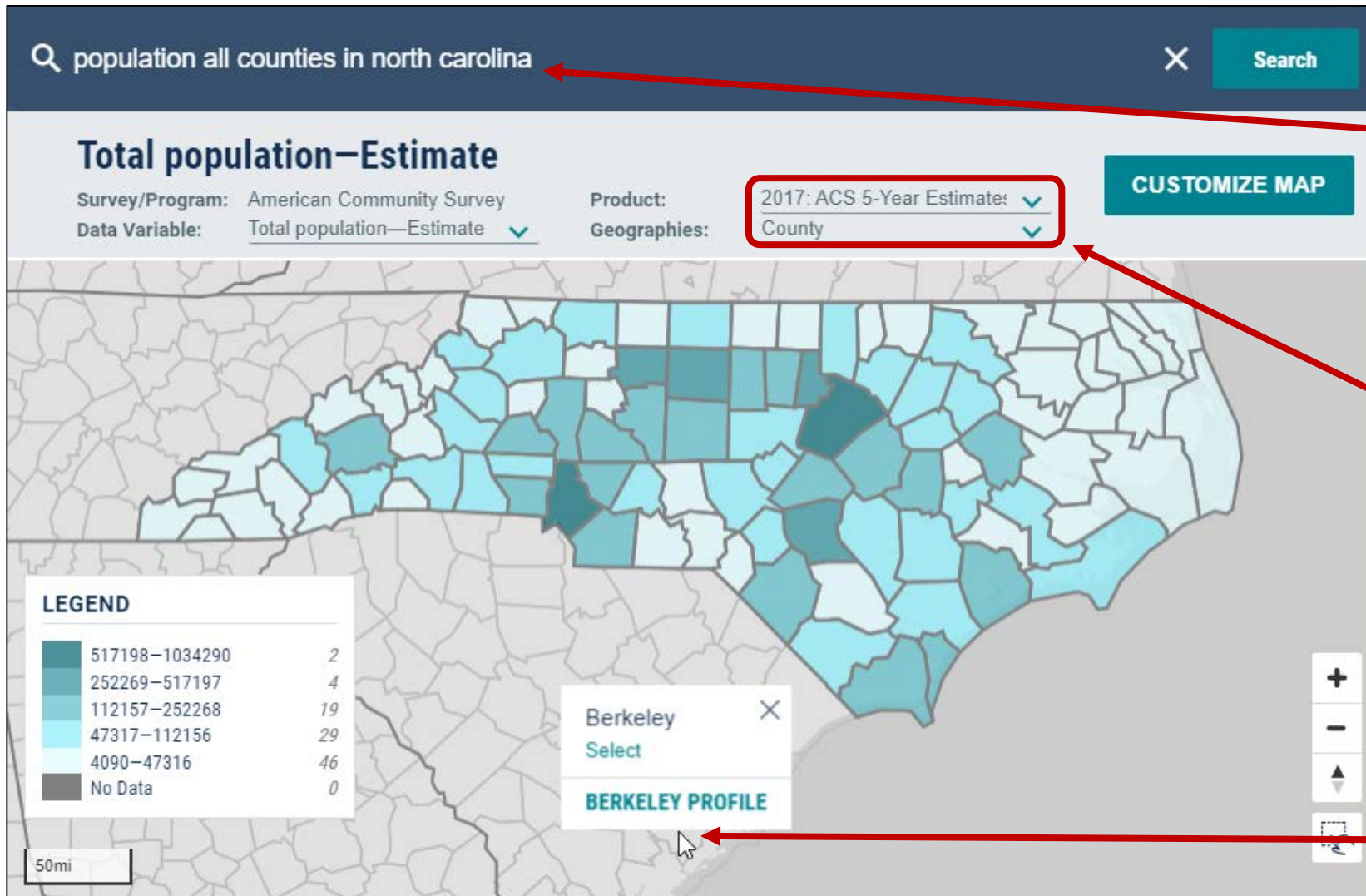
[CONTINUE TO SITE](#)

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

Mapping Improvements



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

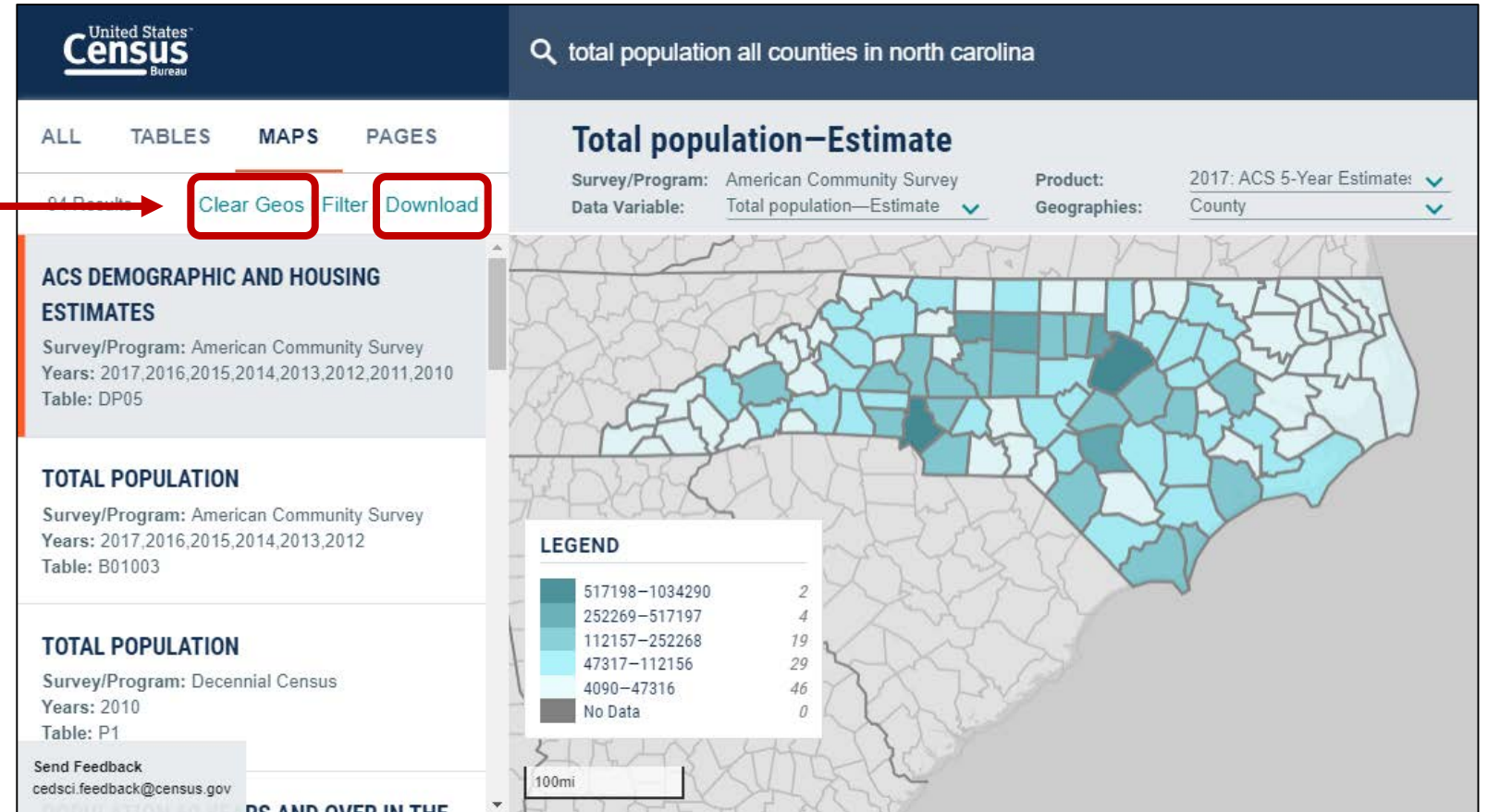
3. You can add more geographies outside of the geo collection

Example: Berkeley county, SC

Mapping Improvements (continued)

Map results page now allows you to:

- Clear your geographies
- Download tables



Search by Product and Service Code

The screenshot shows a search interface with three main sections:

- FILTERS:** A sidebar on the left with options: Topics, Geography, Years, Surveys, and **Codes** (highlighted with a red box).
- CODES:** A middle section with options: Industry Codes (NAICS) and **Product and Service Codes** (highlighted with a red box).
- PRODUCT AND SERVICE CODES:** A right section with a search bar and a list of codes:
 - 10111 - New automobiles, including crossovers
 - 10112 - Used automobiles, including crossovers
 - 10113 - Motorcycles** (highlighted with a red box)
 - 10114 - Utility trailers

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!

Wholesale Trade: Subject Series - Product Lines: Product Lines Statistics by Industry for the U.S. and States: 2012

Survey/Program: Economic Census Year: 2012 TableID: EC1242SLLS1

Meaning of Type of Operation code	Meaning of Product/Service code	Number of establishments	Sales (\$1,000)	Product line sales as % of total sales of estabs reporting line (%)
All establishments	Motorcycles	1,025	8,220,777	7.2
Merchant wholes...	Motorcycles	454	3,058,127	12.1
Manufacturers' sa...	Motorcycles	6	4,349,090	6.9

View Large Econ Tables

Search

Geographic Area Series: Nonemployer Statistics by Legal Form of Organization and Receipt Size Class: 2015

Survey/Program: Economic Annual Surveys Year: 2015
TableID: NS1500NONEMP

CUSTOMIZE TABLE

Geographic Area Name	2012 NAICS code	Meaning of 2012 NAICS code	Meaning of Legal form of organization code	Meaning of Sales, receipts, or receipt size of establishment code
St. Lucie County,00	Total for all sectors	All establishments	All establishments
Santa Rosa Coun...	.00	Total for all sectors	All establishments	All establishments
Sarasota County,...	.00	Total for all sectors	All establishments	All establishments
Seminole County,...	.00	Total for all sectors	All establishments	All establishments
Sumter County, F...	.00	Total for all sectors	All establishments	All establishments
Suwannee Count...	.00	Total for all sectors	All establishments	All establishments
Taylor County, FL	.00	Total for all sectors	All establishments	All establishments

Showing 372 - 400 of 57697 Rows

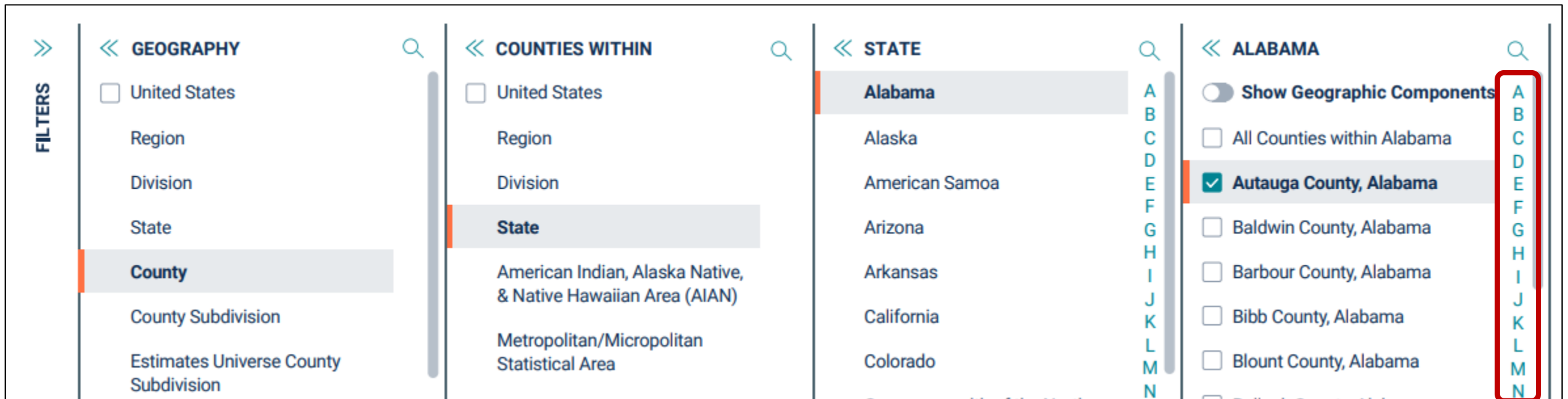
You can now view large econ tables that were previously unavailable on data.census.gov.

- 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

Looking Ahead

Plans to Improve the Way You Select Geographies

- A to Z – Clickable letters on the right to jump to a specific part of the list



*This is a wireframe only to show some of the user needs that we are working to meet. The exact build may differ and could come incrementally across multiple future releases.

Performance Improvements

We are working to improve performance of data.census.gov by:

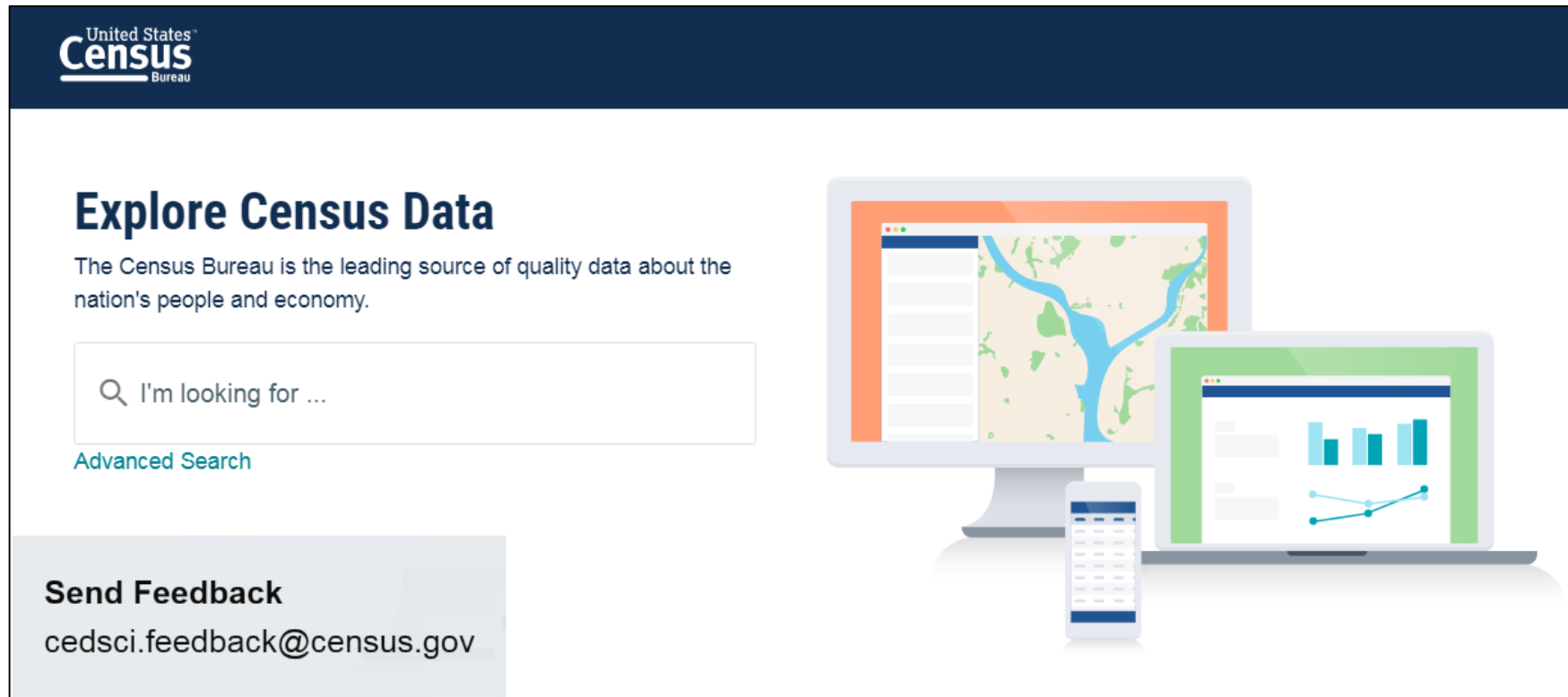
- Increasing hardware (more servers)
- Implementing new caching strategy
- Improving code that data.census.gov is built on
- Getting a database administrator (DBA)

Search Improvements

We are working to improve search relevancy of data.census.gov by:

- Rebuilding Entity Recognition
- Partnering with data providers for curated results
- Promoting feature results (single estimate)
- Working on a POC for unstructured content from census.gov

Our Development Depends on **YOUR** Feedback



United States
Census
Bureau

Explore Census Data

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

🔍 I'm looking for ...

[Advanced Search](#)

Send Feedback
cedsci.feedback@census.gov

Check out our preview platform at data.census.gov and provide comments at cedsci.feedback@census.gov.



Receive Feedback



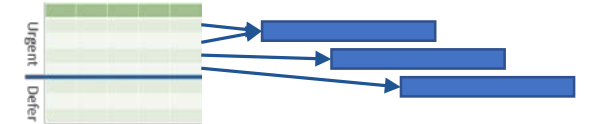
Collect Feedback to see if Original Concern was Remedied



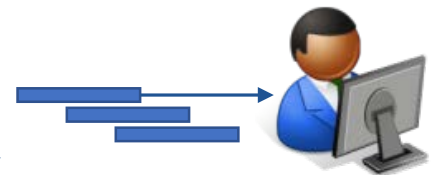
Validate and Prioritize Issues



Discuss Issues with Developers



Distribute Issues to Value Team for Prioritization and Incorporation in Next PI or on the Roadmap



Developers Address Issues



Testing Conducted Internally



Release to the Public



Consolidated Feedback Process

Feedback

Email your comments to
cedsci.feedback@census.gov

Learn More and Share

Webinars:
census.gov/data/academy/webinars/2019/census-website-updates.html

Release Notes & FAQs:
data.census.gov/assets/faqs-release-notes.pdf

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