

# Building a 21<sup>st</sup> Century Digital Data Dissemination Platform

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## Overview of Today's Discussion

- Overview Digital Transformation
- Redesigning the Web
- New Data Tools to Access Census Statistics
- Open Government Initiatives
- Growing Our Audience: Mobile Applications

# Background

Leveraging the success and innovations achieved with 2010Census.gov across Census.gov., Census Bureau launched its Digital Transformation Project.



Digital Transformation Project Goals:

- Increase Customer Satisfaction
- Grow Our Audience
- Increase Awareness of Census Statistics

The program includes work related to:

- Mobile apps and web content conversion
- APIs, interactive web apps and videos
- Census.gov redesign including look & feel, search, navigation, and analytics

# 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



Access beta site [beta.census.gov](http://beta.census.gov)

# Theme-based navigation

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

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

Access beta site [beta.census.gov](http://beta.census.gov)

# Interactive Data Tools

Indicator	Value	Change	Rate
Manufacturers' Goods	\$459.2 B	↑	1.8%
Construction Spending	\$807.1 B	↑	1.2%
New Residential Sales	315,000	↑	1.6%
Advance Report Durable Goods	\$207.0 B	↑	3.8%

# New "Quickfacts"

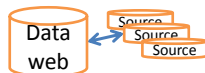
- Tables
- Maps
- Charts
- Customize
- Share
- Embed
- Download

The screenshot shows the QuickFacts interface with three main components:

- Table View:** A list of statistics under the 'PEOPLE' category. The first few rows are:
 

Population estimates, July 1, 2013, Vintage 2013	316,128,839
Population estimates base, April 1, 2010, Vintage 2013	308,747,716
Population, percent change - April 1, 2010 (estimates base) to July 1, 2013	2.4%
Population estimates, July 1, 2012, Vintage 2012	313,914,040
Population estimates base, April 1, 2010, Vintage 2012	308,747,538
Population, percent change - April 1, 2010 (estimates base) to July 1, 2012	1.7%
Persons under 5 years, percent, July 1, 2012, Vintage 2012	6.4%
Persons under 18 years, percent, July 1, 2012, Vintage 2012	23.5%
Persons 65 years and over, percent, July 1, 2012, Vintage 2012	13.7%
Female persons, percent, July 1, 2012, Vintage 2012	50.0%
White alone, percent, July 1, 2012, Vintage 2012 (a)	77.9%
Population, Census, April 1, 2010	308,745,538
Black or African American alone, percent	13.1%
- Map View:** A map of the United States showing population estimates for July 1, 2012, with a legend indicating population ranges from 570,000 to 30,000,000.
- Chart View:** A horizontal bar chart showing population estimates for several states: Alabama, Alaska, Arizona, Arkansas, California, and Colorado.

# Open Government APIs provide new methods of data access and dissemination



API Serve the Data

Web Applications API enabled

The screenshot shows the 'Easy Stats' interface with a map of the United States and several filter options:
 

- Select Geography:** A dropdown menu to select a state.
- Optional:** Radio buttons for County, Place, and Congressional District.
- Choose a topic:** Buttons for Financial, Jobs, Housing, People, and Education.
- Current Table:** A dropdown menu set to 'None'.

## Advanced Search

The screenshot shows search results for 'population' with a list of items including population estimates for 2013, 2012, and 2010. Below this, there is a search result for '2010 Census Data: 2010' and another for '2010 Census Data: 2010' showing a median household income of \$51,914.

Mobile Applications

The screenshot shows two mobile application screens:
 

- Search Results:** A screen for 'New York, NY' showing a map and various statistics like population, income, and education.
- Average Age:** A screen displaying 'AVERAGE AGE 49.8' and a bar chart for 'RELATIVE AGE DISTRIBUTION'.

# Easy Stats: Thematic access to ACS data Live on [www.census.gov/easystats/](http://www.census.gov/easystats/)

**1 Select Geography**

California

Optional:  
Refine by  
 County  Place  Congressional District

Los Angeles city

**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](http://census.gov)

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## America's Economy

- Provides the latest data for the principal federal economic indicators, including BEA and BLS.
- Allows businesses to have this information at their finger tips when making important decisions everyday.
- Added BLS's Consumer Price Index (CPI), Producer Price Index (PPI) and Non-farm Payroll.
- Reached 100K installs
- Named a top 10 government mobile app

**Key Economic Indicators**

\* Change Not Statistically Significant  
\* Statistical significance not reported or applicable

New Residential Sales	427,000 Units	+15.8%
Consumer Price Index	231.198	0%
New Residential Construction	890,000 Units	-8.5%
Producer Price Index	196	0.2%
Business Inventories	\$1,623.1 Billion	

**Release Schedule**

Release Date	Period Covered
03/01/13	February 2013
04/01/13	March 2013
05/01/13	April 2013
06/01/13	May 2013
07/01/13	June 2013
08/01/13	July 2013

**Details**

Producer Price Index  
Feb 01, 2013, 196 and CPI

196

0.2%

**2013-01-01 Report**

The Producer Price Index for finished goods advanced 0.2 percent in January. Prices for finished goods declined 0.2 percent in December and 0.4 percent in November. The index for finished goods less fuels and energy rose 0.2 percent in January.

U.S. Seasonally Adjusted Producer Price Index for Finished Goods

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U.S. Bureau of Labor Statistics - Unemployment 7.9 and is up 1.3% since the last report.

Overview of BLS Statistics on Unemployment  
[www.bls.gov](http://www.bls.gov)

BLS  
A monthly household survey provides comprehensive information on the employment and unemployment

United States Census Bureau  
U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

# Dwellr Mobile App

- 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.

