



# The Future of Data Dissemination at the U.S. Census Bureau

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Consumer Innovation (CEDSCI)

U.S. Census Bureau

# Census Bureau Mission and Vision

Mission: ***To serve as the nation's leading provider of quality data about its people and economy.***

Vision: ***To be the trusted source for timely and relevant statistical information, and the leader in data-driven innovation.***

# The Census Bureau has *lots of data*.

## 2018 End-to-End Census

The 2018 End-to-End Census is a place.

## 2020 Census Planning

This survey will help the

## Academic Libraries Survey

Provides data on the state of post-secondary institutions

## Advance Monthly Sales

Provides an early indication

## American Community Survey

An ongoing survey that provides

## American Housing Survey

The AHS is sponsored by the

## Annual Business Survey

Provides annual data on

## Annual Capital Expenditures

Provides estimates on

## Annual Parole Survey

Data collected by the U.S.

## Annual Retail Trade Survey

Provides estimates on state and local

## Annual Services Report

Provides estimates of

## Annual Survey of Entry

Provides estimates of

## Annual Survey of Jails

## Annual Survey of Public Employment

Provides state and local government employment, and payroll statistics

## Annual Survey of School Systems

Provides statistics about the financial

## Annual Survey of State Government

Provides a summary of taxes collected

## Annual Survey of State and Local

Provides periodic and comprehensive

## Annual Wholesale Trade Survey

Provides estimates on sales, expenses,

## Beginning Teacher Longitudinal

This longitudinal study will permit

## Building Permits Survey (BPS)

Provides national, state, and local

## Business and Professional Classification

Obtains information necessary to

## Census of Governments

Identifies the scope and nature of

## Census of Jails

Part of a series of data collection

## Census of Juveniles in Residential

Provides a count of juveniles in

## Census of State and Federal

Data collected by the U.S. Census

## Commodity Flow Survey (CFS)

## Construction Progress Report

Provides monthly estimates of

## Consumer Expenditure Survey

Data collected by the U.S. Census

## County Business Patterns (CBP)

An annual series that provides

## Current Population Survey (CPS)

Data collected by the U.S. Census

## Deaths in Custody Reporting

Provides a count of inmates

## Decennial Census of Population

The U.S. Census counts every 10 years.

## Economic Census

Provides official measures of

## Economic Census Industry

This report determines a NAICS

## Export Statistics

Provides detailed statistics on

## Exports from Manufacturing

Provides estimates for the value

## Federal Assistance Awards

Provides current information

## Federal Audit Clearinghouse

The Federal Audit Clearinghouse

## Housing Vacancy Survey (HVS)

Provides current information

## Identity Theft Supplement - pa

Data collected by the U.S. Census

## Import Statistics

Provides detailed statistics on

## Justice Assistance Data Survey

This direct survey of government

## Juvenile Residential Facility C

Provides a count of juveniles in

## La Encuesta sobre la Comunic

## La Encuesta sobre la Comunic

## Local Government School Sys

Provides statistics about the fina

## National Survey of College Gra

Data collected by the U.S. Census

## National Survey of Fishing, Hun

Provides information on individual

## National Teacher and Principal

Data collected by the U.S. Census

## New York City Housing and Vac

Sponsored by the New York City I

## Nonemployer Statistics

An annual series that provides su

## Police Public Contact Survey (P

Data collected by the U.S. Census

## Private School Universe Survey

Data collected by the U.S. Census

## Public Libraries Survey (PLS)

Provides statistics on the status of

## Puerto Rico Community Survey

Provides data every year -- giving

## Quarterly Financial Report (QF

Provides quarterly aggregate sta

## Quarterly Services Survey (QS

Provides quarterly estimates on

## Quarterly Summary of State ar

Provides quarterly estimates of s

## Quarterly Survey of Plant Cap

Provides quarterly estimates on

## Quarterly Survey of Public Pe

Provides national summary data

## Quarterly Workforce Indicator

A set of economic indicators incl

## Rental Housing Finance Surve

Provides current and continuous

## Report of Organization (COS)

Obtains current organization and

## Residential Finance Survey (R

The RFS is

## School Cri

Data collected

## Schools and Staffing Survey (SASS)

Data collected by the U.S. Census Bureau. Statistics rel

## Special Census Program

A basic enumeration of population, housing units, group

## State Library Agencies Survey

Provides state and federal policymakers, researchers, and

## Statistics of U.S. Businesses (SUSB)

Provides detailed annual data for U.S. business establish

## Survey of Construction (SOC)

Provides national and regional statistics on starts, complet

## Survey of Income and Program Participation (SIPP)

Collects data and measures change for many topics includi

## Survey of Market Absorption of New Multifamily Units

The survey is sponsored by the Department of Housing and

## Survey on Sexual Violence (SSV)

Data collected by the U.S. Census Bureau. Statistics rel

## Teacher Follow-Up Survey (TFS)

Data collected by the U.S. Census Bureau. Statistics rel

## Telephone Point of Purchase Survey (TPOPS)

Data collected by the U.S. Census Bureau. Statistics rel

## Value of Construction Put in Place

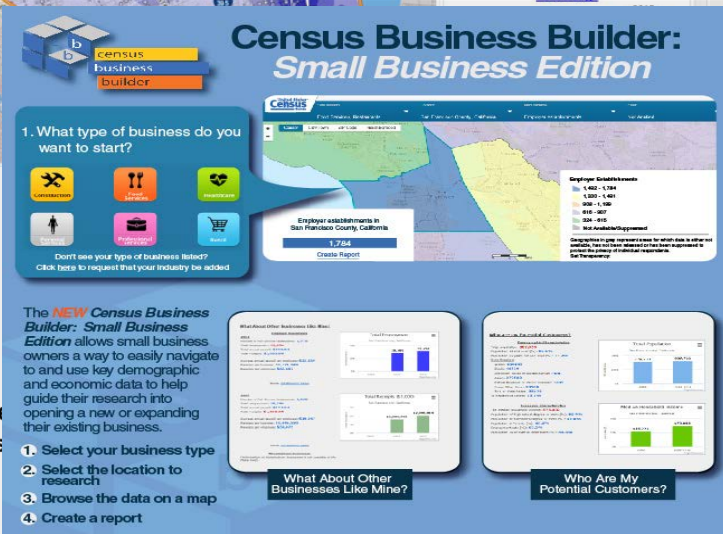
Provides monthly estimates of the total dollar value of cor

# Household and Business Surveys



The collage displays several key U.S. Census Bureau web applications:

- Population Clock:** Shows the U.S. population as 326,394,067 and the World population as 7,439,199,200 as of Dec 07, 2017.
- American FactFinder:** A data exploration tool with a map of Washington, D.C., and various demographic charts like Age, Earnings, Industry Sector, and Race.
- Census Business Builder:** A tool for small business owners to explore data and create reports, featuring a 'What type of business do you want to start?' section.
- My Congressional District:** A tool for viewing business statistics for a specific congressional district, showing a map and a list of businesses.
- My Tribal Area:** A tool for American Indian and Alaska Native populations, providing demographic, social, economic, and housing statistics.



But, Census.gov *overwhelms* users.

The screenshot shows the Census.gov homepage with a complex layout. At the top is a navigation bar with links for Topics, Geography, Library, Data, Surveys/Programs, Newsroom, and About Us. Below this is a large banner image of a city skyline. To the right of the banner is a box for the 2012-2016 American Community Survey Five-Year Estimates. Below the banner are three main sections: a Population Clock showing U.S. and World population, a QuickFacts section for Alabama, and a U.S. Census Bureau Economic Indicators section. Below these are three columns of content: Latest News with three articles, a Stat of the Day for Pearl Harbor, and a 'Are You in a Survey?' prompt. At the bottom right is a 'The Week Ahead' calendar.

United States<sup>™</sup> Census Bureau

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Search

Topics: Population, Economy | Geography: Maps, Products | Library: Infographics, Publications | Data: Tools, Developers | Surveys/Programs: Respond, Survey Data | Newsroom: News, Blogs | About Us: Our Research

**2012-2016 American Community Survey Five-Year Estimates**

Commuting times, median rents and language other than English use in the home on the rise according to new 2012-2016 American Community Survey five-year estimates.

**POPULATION CLOCK**

U.S. Population: 326,393,951  
World Population: 7,439,194,619  
Dec 07, 2017 15:02 UTC (Eastern+5) [Learn More >>](#)

**QUICKFACTS**

**Did You Know**  
Median household income of Pelham city, Alabama is \$71,864  
Source: American Community Survey  
[Select a state to begin](#)

**U.S. Census Bureau Economic Indicators**

Indicator	Value	Change
Selected Services Revenue 3rd Quarter 2017 Report Released 10:00 AM EST, 12/7/17	\$3,717.6 B	↑ 1.1%
Quarterly Profits - Retailers* 3rd Quarter 2017 Report Released 10:00 AM EST, 12/5/17	\$20.3 B	↓ After tax profits \$1.7 B
Quarterly Profits - Manufacturers*	\$147.4 B	

[View All](#) \* change not statistically significant  
\* significance not reported / applicable

**Latest News**

- Commuting Times, Median Rents and Language other than English Use**  
December 07, 2017  
The nation experienced an increase in commuting time, median gross rent and a rise in English proficiency among those who spoke another language.
- Nuevas estadísticas ofrecen datos a nivel local**  
December 07, 2017  
El país experimentó un aumento en la mediana de alquiler bruto y un aumento a nivel nacional en el dominio del inglés entre los que hablaban otro idioma.
- Small Area Income and Poverty Estimates for Counties**  
November 30, 2017  
In 2016, the median household income for all counties ranged between \$22,045 and \$134,609, with a median county-level value of \$47,589.
- The Opportunity Project (TOP) Technology Demo Day**  
November 21, 2017  
The U.S. Census Bureau will showcase 12 new innovative projects at an interagency demonstration day created through a federal initiative called TOP.

**Stat of the Day**

**Pearl Harbor**

According to the 2016 American Community Survey, of 18.5 M vets in the US, 9.2 M were 65 and older, 1.6 M were female, 11.6% were black and 6.5% were Hispanic.

[Read More](#)

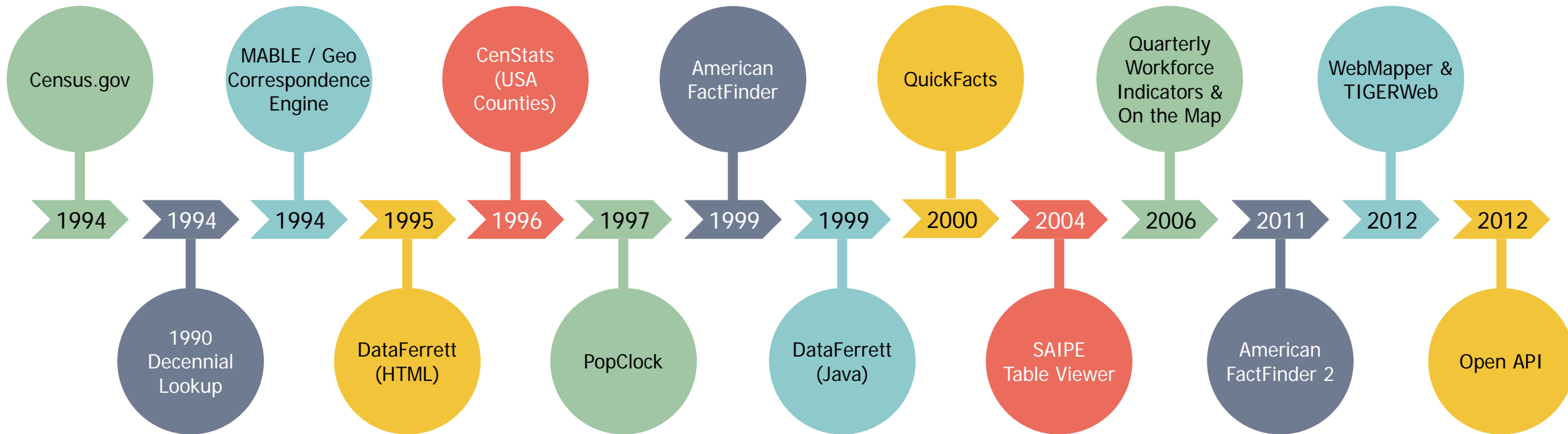
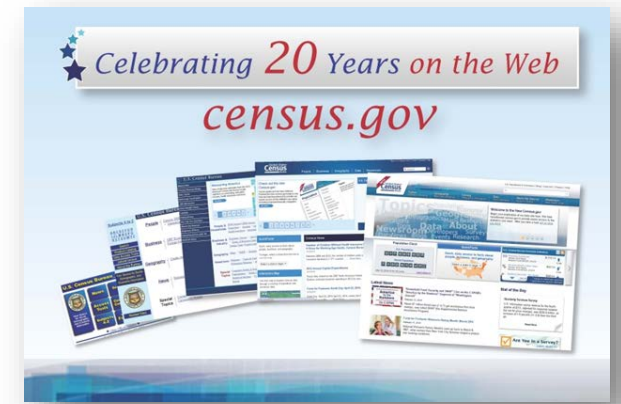
**Are You in a Survey?**  
[Learn more >>](#)

**The Week Ahead**

Thur	Fri	Mon	Tue	Wed
Dec 7	Dec 8	Dec 11	Dec 12	Dec 13



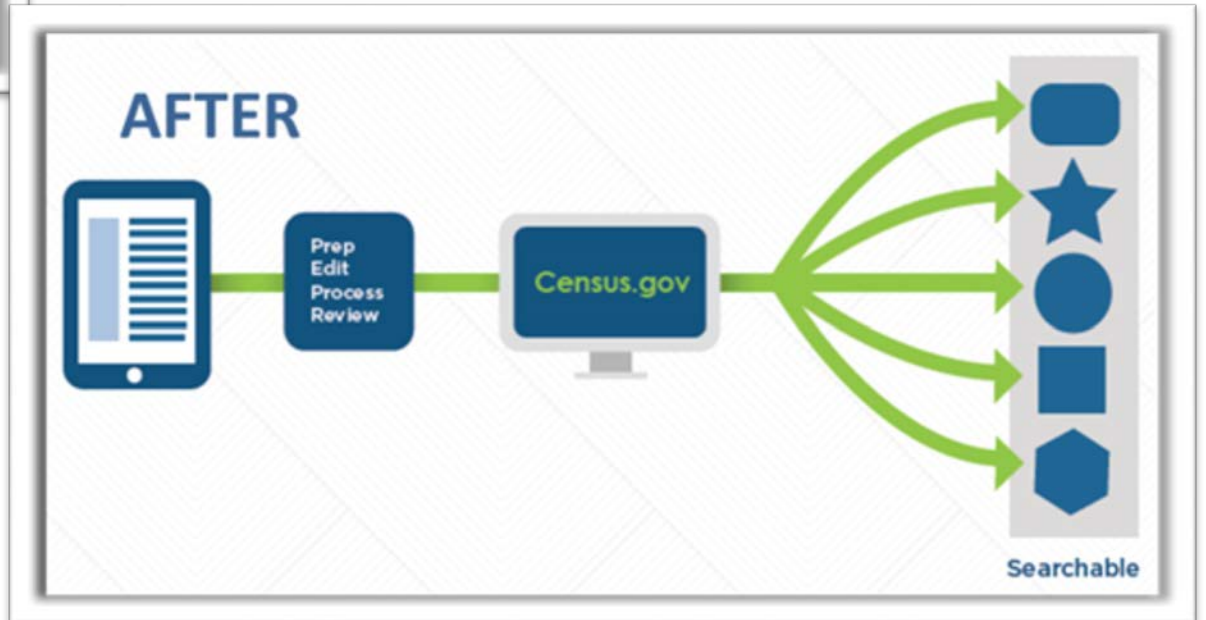
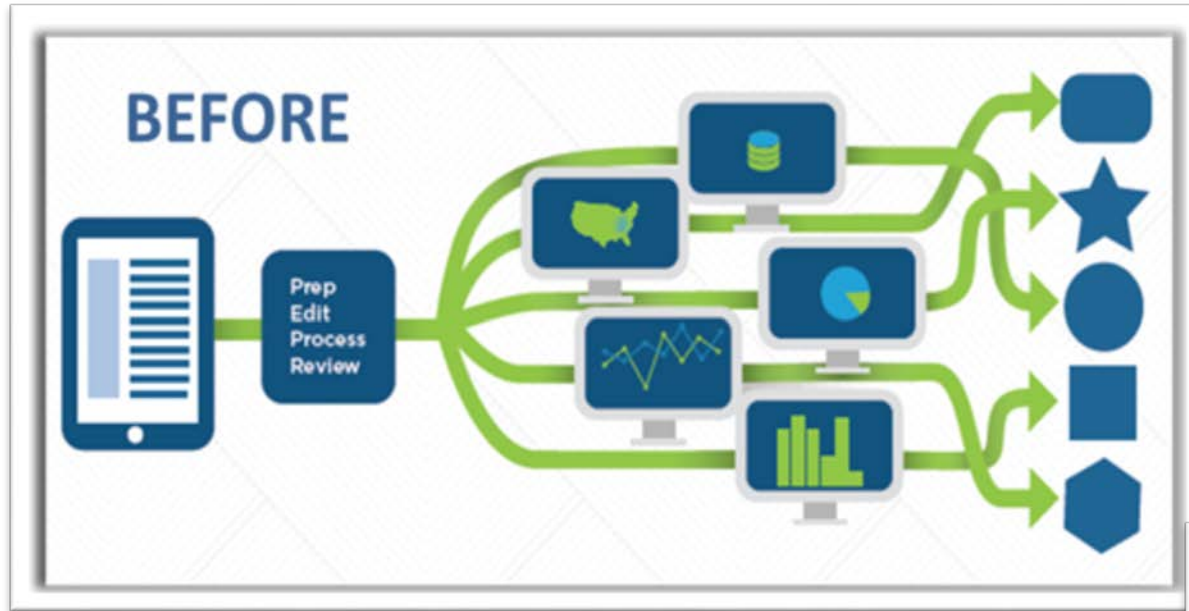
# Census Bureau Online History



# Solution: Enterprise Dissemination

- ✓ Streamline users access to data
- ✓ Maintain the best of our current tools
- ✓ Reduce redundancies and operational costs
- ✓ Provide greater access to Census Bureau API

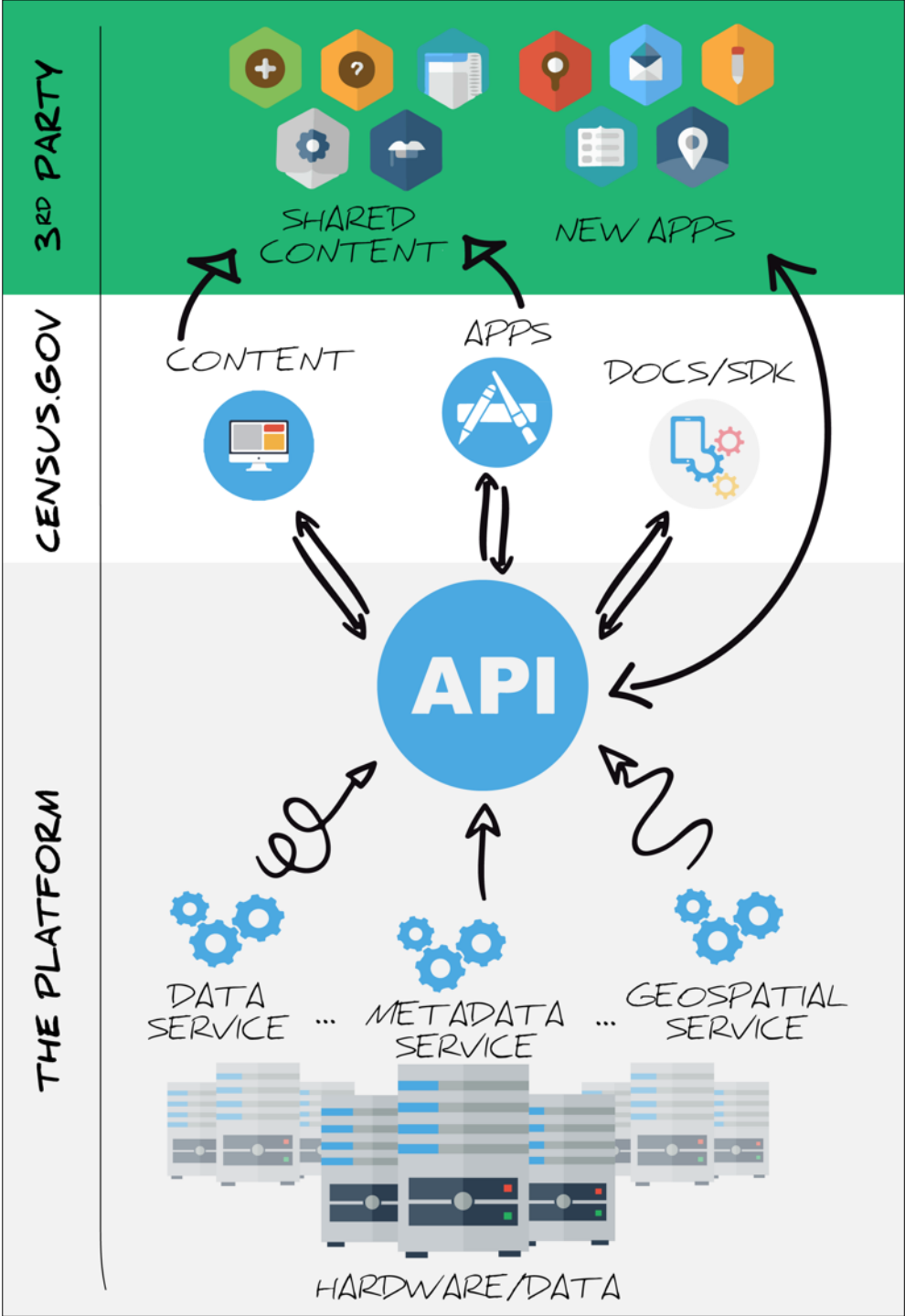
# Moving from Before to After







# The New Dissemination Platform: How It All Works



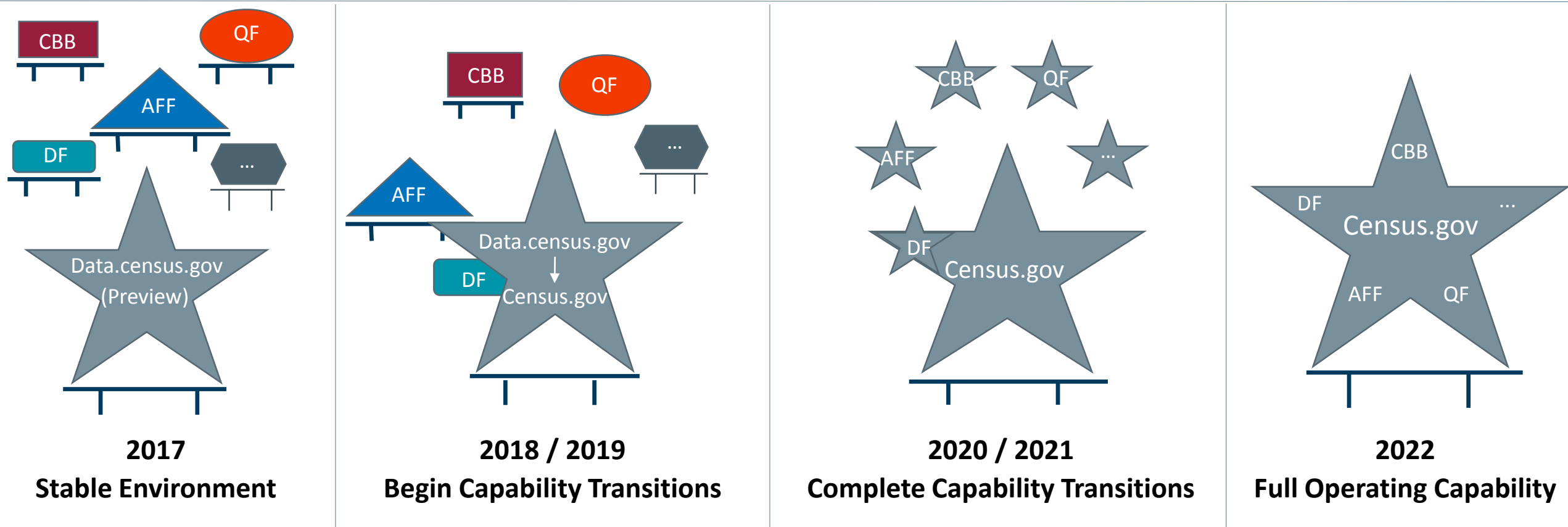
# Vision and Scope of the New Dissemination Platform

Strategic Plan FY 2018-2022 Goals:

*Data Innovation*

*Exceptional Customer Experience*

*Organizational Excellence*




# Integration Vision

**Transform and expand the dissemination of Census content and better serve our internal and external customers.**



# Future Integration Points



Search

BROWSE BY SUBJECT

EXPLORE DATA

SURVEYS & PROGRAMS

AUDIENCES


FIND A CODE

ABOUT US

// Subjects / People and Population


## People and Population

The U.S. Census Bureau is the leading source of statistical information about the nation's people. Our population statistics come from decennial censuses, which count the entire U.S. population every ten years, along with several other surveys.




U.S. Population

325,265,189




U.S. Veteran Population

20,108,332



Persons of 65 years and over

15.2%



Population change 4/1/10-7/1/16

4.7%

VIEW MORE DATA

FEATURED

PRESS RELEASE | NOVEMBER 30, 2017

Small Area Income and Poverty Estimates for Counties

In 2016, the median household income for all counties ranged between \$22,045 and \$134,609, with a median county-level value of...

United States

Census

Bureau

U.S. Department of Commerce

Economics and Statistics Administration

U.S. CENSUS BUREAU

census.gov

# EXPLORE DATA

ACCESS  
DATA.CENSUS.GOV

ACCESS EXISTING  
DATA TOOLS

Customers will have access to existing and new ways to explore Census data from the Data tab.

United States Census Bureau

Search

BROWSE BY SUBJECTEXPLORE DATASURVEYS & PROGRAMS AUDIENCES FIND A CODE ABOUT US

// Explore Data

Pardon our Dust  
We're Building New Ways to Explore Census Data

Explore the leading source of quality data about the nation's people and economy.

Discover Geography Profiles

Explore Virginia

Easily search any place to learn popular statistics and view related charts and graphs.

Visualize Enhanced Mapping and Data

Explore the Activities

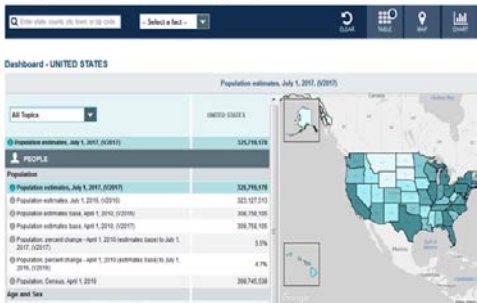
Use visual tools to customize data on an interactive map experience.

Interact Information at a Glance

Explore the Activities

Engage with some of the most valuable data visualizations, and easily share them across multiple platforms.

## Census Tools and Applications



## QuickFacts

Quick and easy access to data

NAICS LOOKUP

NAICS Lookup Tool

American Fact Finder

Population Clock

Census Business Builder

ALL TOOLS AND APPLICATIONS

## Data Tables

Browse Census data tables (.xls) by topic

SHOW ALL TOPICS | COLLAPSE

Population Data Tables

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Economy Data Tables

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Business Data Tables

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Education Data Tables

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Employment Data Tables

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## Census API

Learn the basics of the Census API, from table response to data discovery methods. [Explore More](#)

Census Data API User Guide

API Documentation

Explore the API

Use this Web service documentation to access and use Census data via application programming interfaces (APIs)

Pattern Library

View the Library

An open source UI style guide and pattern library. The documentation is packed full of usability guidelines, examples, and source code.

Register for an API Key

Register Now

Signup for your API key and use start using the Census API.

## Upcoming Events & Trainings

ALL

EVENTS FILTER

EVENT FILTER 2

FULL CALENDAR

NOV 5 2017

Using Census Data in Schools

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Online Webinar

3pm

DEC 5 2017

Census Business Builder – Small Business and Regional Analyst Editions: A Primer

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Newport Marriott

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JAN 5 2018

Census Business Builder – Small Business and Regional Analyst Editions: A Primer

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Census Bureau

3pm

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Census Jobs | Information Quality | Data Linkage Infrastructure | Data Protection and Privacy Policy | Support | Contact | Accessibility | FOIA | U.S. Department of Commerce | USA.gov


Measuring America's People, Places and Economy

# The Preview Site: [data.census.gov](https://data.census.gov)



## Explore Census Data

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



**Poverty**

**Income and Poverty**

**Official Poverty Measure**

**S1701: POVERTY STATUS IN THE PAST 12 MONTHS**

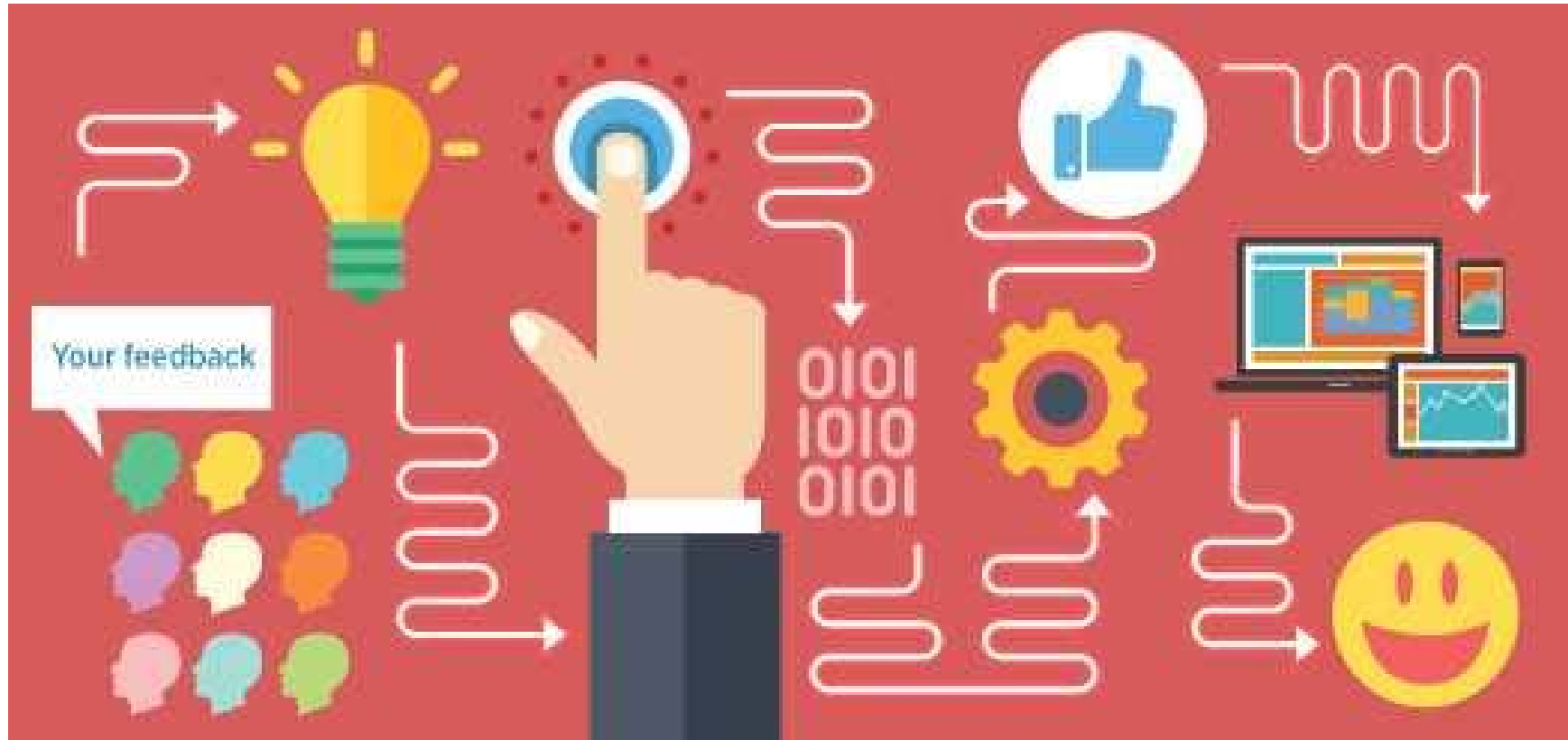
**B17020: POVERTY STATUS IN THE PAST 12 MONTHS BY AGE**

[Advanced Search](#)





Email us your thoughts: [cedsci.feedback@census.gov](mailto:cedsci.feedback@census.gov)



# Questions/Feedback?

**General feedback, please email: [cedsci.feedback@census.gov](mailto:cedsci.feedback@census.gov)**

*Specific questions? Please feel free to contact me!*

**KaNin Reese**

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# Thank you!