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
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

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<thead>
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<td>American Indian Alaska Native Tables (5-Year)</td>
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Blank cell: Coming soon
## Data in the New Platform: Decennial and Econ

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<td>Survey of Business Owners (Company Summary &amp; Characteristics of Business Owners)</td>
<td>–</td>
<td>–</td>
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</tr>
</tbody>
</table>

✓: 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.
"When selecting geographies, the list also is somewhat in alphabetical order but also somewhat not. It is confusing."

"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!"

"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
• Psuedo 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

Improved - Curated table results
The first 3 table results
Two Options to Find Featured Results

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

2) **Advanced Search:** Use filters
   - Topics → Populations and People → Veterans
   - Geography → 040 - State → 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
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)

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
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

- 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
### Table Display Improvements

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.

#### 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

<table>
<thead>
<tr>
<th>San Antonio-New Braunfels, TX Metro Area</th>
<th>Estimate</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,135,333</td>
<td>+/-11,805</td>
</tr>
<tr>
<td>Car, truck, or van:</td>
<td>1,025,302</td>
<td>+/-12,658</td>
</tr>
<tr>
<td>Drove alone</td>
<td>906,905</td>
<td>+/-12,930</td>
</tr>
<tr>
<td>Carpoled</td>
<td>118,397</td>
<td>+/-6,520</td>
</tr>
<tr>
<td>Public transportation (excluding taxicab):</td>
<td>22,217</td>
<td>+/-2,835</td>
</tr>
<tr>
<td>Bus or trolley bus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Streetcar or trolley car (excluding taxicab):</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Table Controls – New Links to FTP/Census Websites

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

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!


<table>
<thead>
<tr>
<th>Meaning of Type of Operation code</th>
<th>Meaning of Product/Service code</th>
<th>Number of establishments</th>
<th>Sales ($'000)</th>
<th>Product line sales as % of total sales of estabs reporting line (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All establishments</td>
<td>Motorcycles</td>
<td>1,025</td>
<td>8,220,777</td>
<td>7.2</td>
</tr>
<tr>
<td>Merchant wholes…</td>
<td>Motorcycles</td>
<td>454</td>
<td>3,058,127</td>
<td>12.1</td>
</tr>
<tr>
<td>Manufacturers’ sa</td>
<td>Motorcycles</td>
<td>6</td>
<td>4,349,090</td>
<td>6.9</td>
</tr>
</tbody>
</table>
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 Add More Checkboxes to Select All Geos in a List

- Texas
  - All counties in Texas
  - Anderson County, Texas
  - Andrews County, Texas
    - Urban
  - Angelina County, Texas
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

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

1. **Receive Feedback**
2. **Validate and Prioritize Issues**
3. **Discuss Issues with Developers**
4. **Distribute Issues to Value Team for Prioritization and Incorporation in Next PI or on the Roadmap**
5. **Developers Address Issues**
6. **Testing Conducted Internally**
7. **Release to the Public**
8. **Collect Feedback to see if Original Concern was Remedied**

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**Notes:**
- Urgent
- Defer

**Sources:**
- U.S. Department of Commerce
- Economics and Statistics Administration
- U.S. CENSUS BUREAU
- census.gov
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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