

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

New York State Data Center Annual Affiliates Meeting
September 14, 2018

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Center for Enterprise Dissemination Services and Consumer Innovation
(CEDSCI)

U.S. Census Bureau



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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.*



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[census.gov](https://www.census.gov)

The Census Bureau has *lots of data*.

2018 End-to-End Census The 2018 End-to-End Census provides an early indication of the economic recovery.	Annual Survey of Public Employment Provides state and local government employment, and payroll statistics.	Construction Progress Report Provides monthly estimates of construction activity.	Identity Theft Supplement - part of the American Housing Survey Data collected by the U.S. Census Bureau.	Private School Universe Survey Data collected by the U.S. Census Bureau.	Schools and Staffing Survey (SASS) Data collected by the U.S. Census Bureau. Statistics released annually.
2020 Census Planning This survey will help the Census Bureau plan for the 2020 Census.	Annual Survey of School Systems Provides statistics about the financial status of school systems.	Consumer Expenditure Survey Data collected by the U.S. Census Bureau.	Import Statistics Provides detailed statistics on goods imported into the United States.	Public Libraries Survey (PLS) Provides statistics on the status of public libraries.	Special Census Program A basic enumeration of population, housing units, group quarters, and institutionalized persons, on request of a governmental unit.
Academic Libraries Survey Provides data on the status of academic libraries in post-secondary institutions.	Annual Survey of State Government Expenditures Provides a summary of taxes collected by state governments.	County Business Patterns (CBP) An annual series that provides information on the economic activity of counties.	Justice Assistance Data Survey This direct survey of government agencies provides information on the use of justice.	Puerto Rico Community Survey Provides data every year -- giving a detailed look at Puerto Rico.	State Library Agencies Survey Provides state and federal policymakers, researchers, and librarians with information on library agencies.
Advance Monthly Sales Report Provides an early indication of the economic recovery.	Annual Survey of State and Local Government Expenditures Provides periodic and comprehensive information on state and local government expenditures.	Current Population Survey (CPS) Data collected by the U.S. Census Bureau.	Juvenile Residential Facility Census Provides a count of juveniles in residential facilities.	Quarterly Financial Report (QFR) Provides quarterly aggregate statistics on the financial condition of U.S. businesses.	State Library Agencies Survey Provides state and federal policymakers, researchers, and librarians with information on library agencies.
American Community Survey An ongoing survey that provides information on the lives of people and households in the United States.	Annual Wholesale Trade Sales Provides estimates on sales, expenditures, and payroll statistics.	Deaths in Custody Reporting System Provides a count of inmate deaths in U.S. prisons and jails.	La Encuesta sobre la Comunicaci3n y el Acceso a los Servicios P3blicos Provides information on the use of public services.	Quarterly Services Survey (QSS) Provides quarterly estimates on the status of U.S. services.	Statistics of U.S. Businesses (SUSB) Provides detailed annual data for U.S. business establishments.
American Housing Survey The AHS is sponsored by the U.S. Census Bureau.	Beginning Teacher Longitudinal Study This longitudinal study will permit the study of teacher effectiveness.	Decennial Census of Population The U.S. Census counts every 10 years.	La Encuesta sobre la Comunicaci3n y el Acceso a los Servicios P3blicos Provides information on the use of public services.	Quarterly Summary of State and Local Government Expenditures Provides quarterly estimates of state and local government expenditures.	Survey of Construction (SOC) Provides national and regional statistics on starts, completions, and housing units.
Annual Business Survey Provides annual data on the economic activity of businesses.	Building Permits Survey (BPS) Provides national, state, and local information on building permits.	Economic Census Provides official measures of economic activity.	Local Government School System Survey Provides statistics about the financial condition of local government school systems.	Quarterly Survey of Plant and Equipment Provides quarterly estimates on the status of plant and equipment.	Survey of Income and Program Participation (SIPP) Collects data and measures change for many topics including income, health, and food security.
Annual Capital Expenditures Survey Provides estimates on business capital expenditures.	Business and Professional Classification Obtains information necessary to classify businesses for the Census.	Economic Census Industry This report determines a NAICS code for each business.	National Survey of College Graduates Data collected by the U.S. Census Bureau.	Quarterly Survey of Public Pension Plans Provides national summary data on public pension systems.	Survey of Market Absorption of New Multifamily Units The survey is sponsored by the Department of Housing and Urban Development.
Annual Parole Survey Data collected by the U.S. Census Bureau.	Census of Governments Identifies the scope and nature of government relationships.	Export Statistics Provides detailed statistics on exports.	National Survey of Fishing, Hunting, and Trapping Provides information on individual fishing, hunting, and trapping activities.	Quarterly Workforce Indicator A set of economic indicators including unemployment, labor force, and payroll.	Survey on Sexual Violence (SSV) Data collected by the U.S. Census Bureau. Statistics released annually.
Annual Retail Trade Sales Provides estimates on retail trade sales.	Census of Jails Part of a series of data collection on the U.S. jail population.	Exports from Manufacturing Provides estimates for the value of exports from manufacturing.	National Teacher and Principal Survey Data collected by the U.S. Census Bureau.	Rental Housing Finance Survey Provides current and continuous information on the rental housing market in the United States.	Teacher Follow-Up Survey (TFS) Data collected by the U.S. Census Bureau. Statistics released annually.
Annual Services Report Provides estimates of the economic activity of services.	Census of Juveniles in Residential Facilities Provides a count of juveniles in residential facilities.	Federal Assistance Awards Provides current information on federal assistance awards.	New York City Housing and Vacancy Survey Sponsored by the New York City Department of Housing Preservation and Development.	Report of Organization (COS) Obtains current organization and financial information on U.S. organizations.	Telephone Point of Purchase Survey (TPOPS) Data collected by the U.S. Census Bureau. Statistics released annually.
Annual Survey of Entry and Exit of Immigrants Provides estimates of the entry and exit of immigrants.	Census of State and Federal Aged and Disabled Data collected by the U.S. Census Bureau.	Federal Audit Clearinghouse The Federal Audit Clearinghouse provides information on federal audits.	Nonemployer Statistics An annual series that provides supplemental information on nonemployer income tax.	Residential Finance Survey (RFS) The RFS is the only survey designed to collect data on the financing of residential construction.	Value of Construction Put in Place Provides monthly estimates of the total dollar value of construction put in place.
Annual Survey of Jails Provides information on the U.S. jail population.	Commodity Flow Survey (CFS) Provides information on the flow of commodities in the U.S. economy.	Housing Vacancy Survey (HVS) Provides current information on housing vacancies.	Police Public Contact Survey (PPCS) Data collected by the U.S. Census Bureau.	School Crime Supplement (SCS) Data collected by the U.S. Census Bureau. Statistics released annually.	

And, the Census Bureau has *lots of tools* for disseminating its data.

POPULATION CLOCK

U.S. Population: 326,394,067

World Population: 7,439,199,200

Dec 07, 2017 15:33 UTC (Eastern+5) [Learn More >>](#)

United States Census Bureau

AMERICAN FactFinder

MAIN COMMUNITY FACTS GUIDED SEARCH

LEHD Home Help and Documentation Reload Text-Only

Click a Characteristic link in the Summary Report to see more detail.

Age Earnings Industry Sector Race

View as Bar Chart

Total Primary Jobs 2015

Count	Share
136,876	100.0%

Worker Age

NEW U.S. and World Population Clock
Statistics available for more than 200 countries

Canada World

Population by Age and Sex U.S. Trade in Manufactured Goods Top Exported Goods by U.S. State or Territory

About the new population clock: www.census.gov/popclock/

United States Census Bureau U.S. Department of Commerce, Economics and Statistics Administration www.census.gov

My Congressional District
Now Includes Business Statistics for Congressional Districts

Census Business Builder: Small Business Edition

1. What type of business do you want to start?
2. Select your business type
3. Browse the data on a map
4. Create a report

My Tribal Area

Enter name of Tribal Area OR

1. Select a State
2. [Dropdown]

People Jobs Housing Economy Education

The Census Bureau collects data for the American Indian and Alaska Native (AIAN) population and publishes specific counts, estimates, and statistics. My Tribal Area gives you quick and easy access to selected statistics from the American Community Survey (ACS). The ACS provides detailed demographic, social, economic, and housing statistics every year for the nation's communities. My Tribal Area is powered by the Census Application Programming Interface (API).

Source: 2011-2015 American Community Survey 5-Year Estimates

U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU, census.gov

POWERED BY The American Community Survey

Glossary >

But, Census.gov overwhelms users.

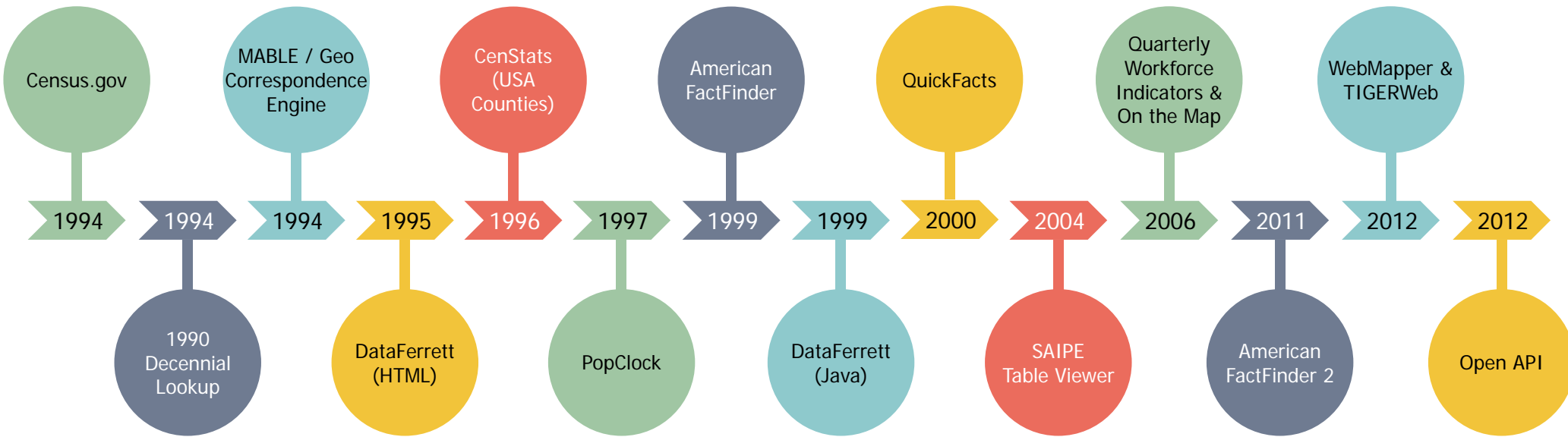
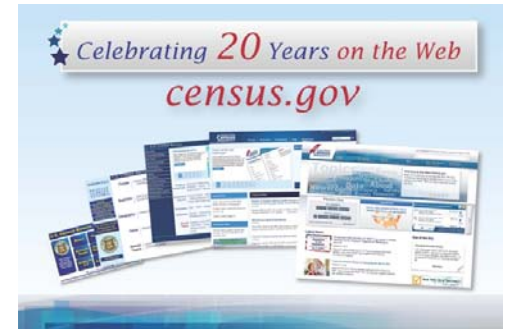
The screenshot displays the Census.gov homepage with the following elements:

- Header:** United States Census Bureau logo, navigation links (Topics, Geography, Library, Data, Surveys/Programs, Newsroom, About Us), and a search bar.
- Main Banner:** A cityscape illustration with a text box titled "2012-2016 American Community Survey Five-Year Estimates" containing a short article snippet.
- POPULATION CLOCK:** A widget showing U.S. Population (326,393,951) and World Population (7,439,194,619).
- QUICKFACTS:** A "Did You Know" widget stating the median household income of Pelham city, Alabama is \$71,864.
- Economic Indicators:** A table showing selected services revenue, quarterly profits for retailers and manufacturers, and their respective changes.
- Latest News:** A vertical list of three news items with accompanying map or image thumbnails:
 - Commuting Times, Median Rents and Language other than English Use** (December 07, 2017)
 - Nuevas estadísticas ofrecen datos a nivel local** (December 07, 2017)
 - Small Area Income and Poverty Estimates for Counties** (November 30, 2017)
 - The Opportunity Project (TOP) Technology Demo Day** (November 21, 2017)
- Stat of the Day:** A box titled "Pearl Harbor" with a "Read More" link.
- Are You in a Survey?:** A promotional banner with a checkmark icon and a "Learn more" link.
- The Week Ahead:** A calendar-style table showing dates from Thursday (Dec 7) to Wednesday (Dec 13).



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Census Bureau Online History

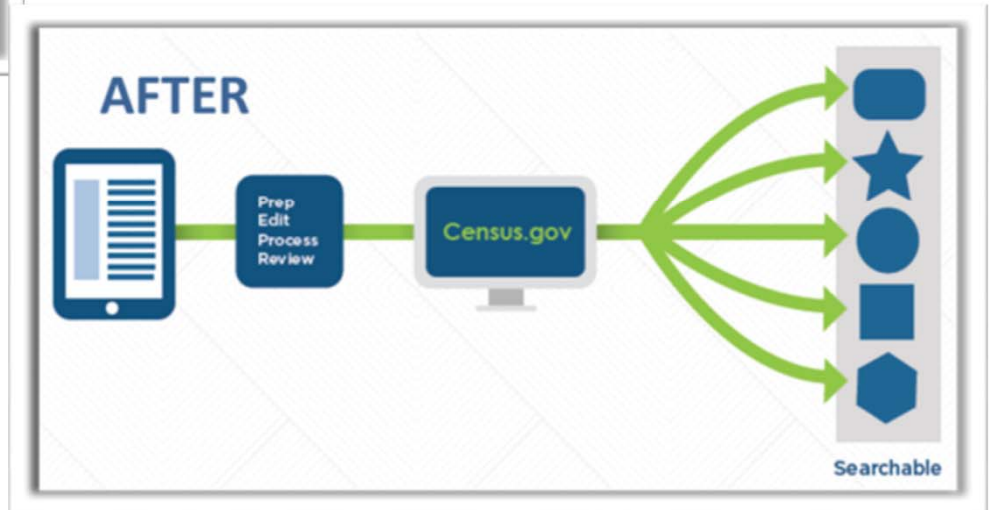
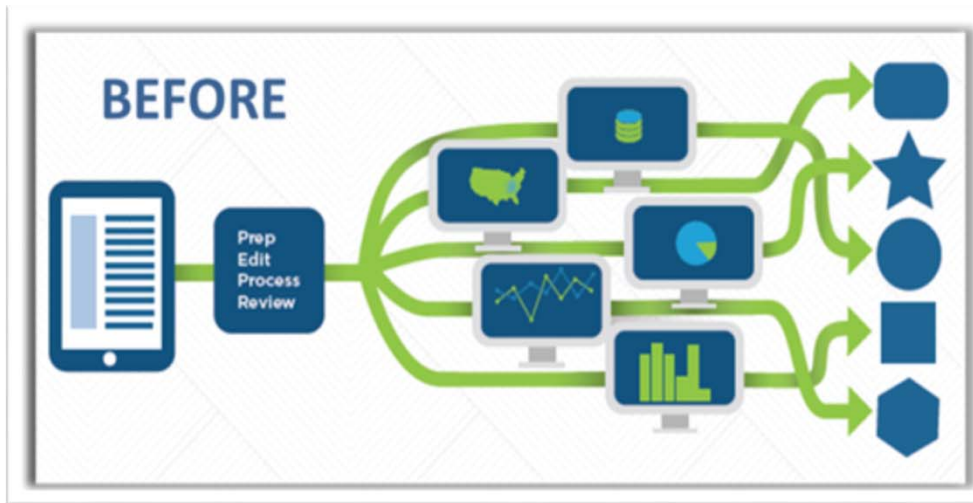


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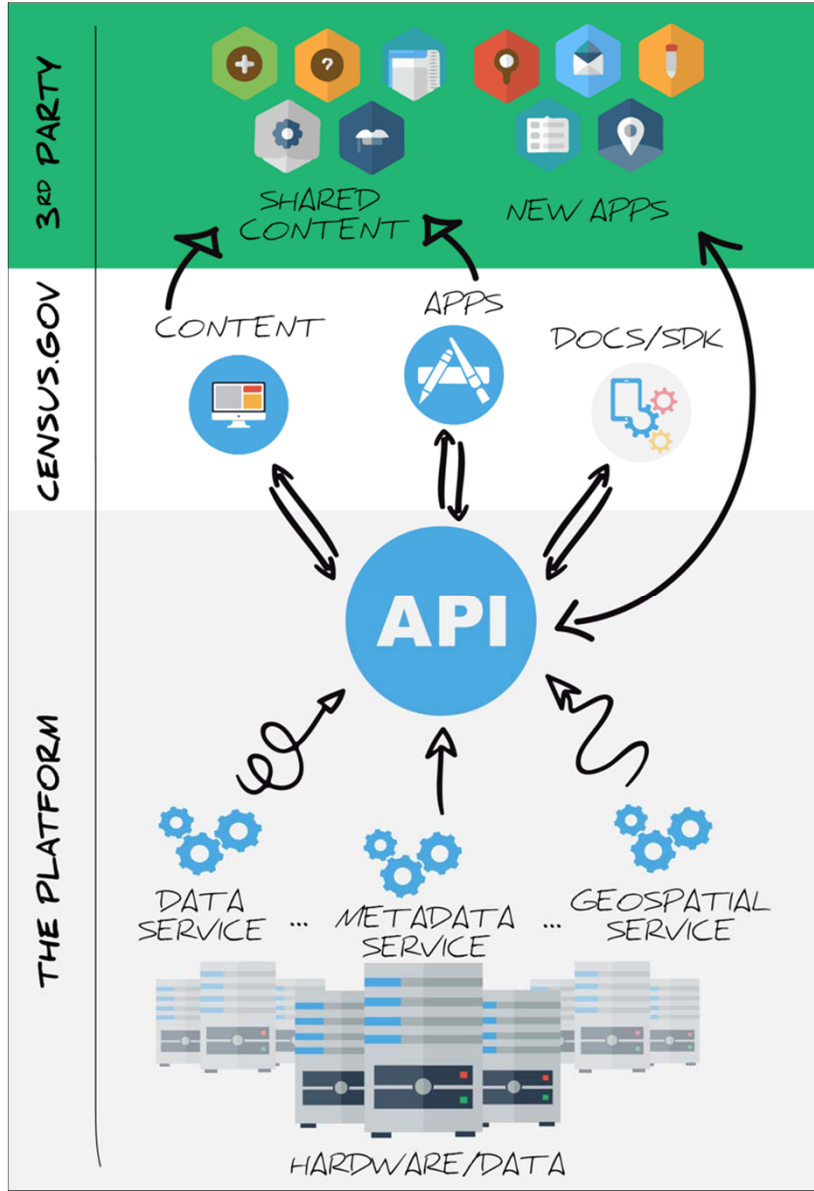
Solution: Enterprise Dissemination

- ✓ Streamline user 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



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Future Integration Points

The screenshot shows the U.S. Census Bureau website interface. At the top left is the logo for the United States Census Bureau. To its right is a search bar with a magnifying glass icon and the text "Search". Below the logo and search bar is a dark blue navigation bar with white text for "BROWSE BY SUBJECT", "EXPLORE DATA", "SURVEYS & PROGRAMS", "AUDIENCES", "FIND A CODE", and "ABOUT US".

Below the navigation bar, the breadcrumb path reads "// Subjects / People and Population". The main heading is "People and Population". A paragraph of text states: "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."

Below the text are four data points, each with an icon, a label, and a value:

Icon	Label	Value
	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%

Below these data points is a teal button labeled "VIEW MORE DATA".


On the right side of the page is a featured article card with a dark blue background and white text. It includes the word "FEATURED" in a teal box, the date "PRESS RELEASE | NOVEMBER 30, 2017", and the title "Small Area Income and Poverty Estimates for Counties". A snippet of the article text reads: "In 2016, the median household income for all counties ranged between \$22,045 and \$134,609, with a median county-level value of...". A teal arrow icon is in the bottom right corner of the card.

The Preview Site: data.census.gov



Explore Census Data

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

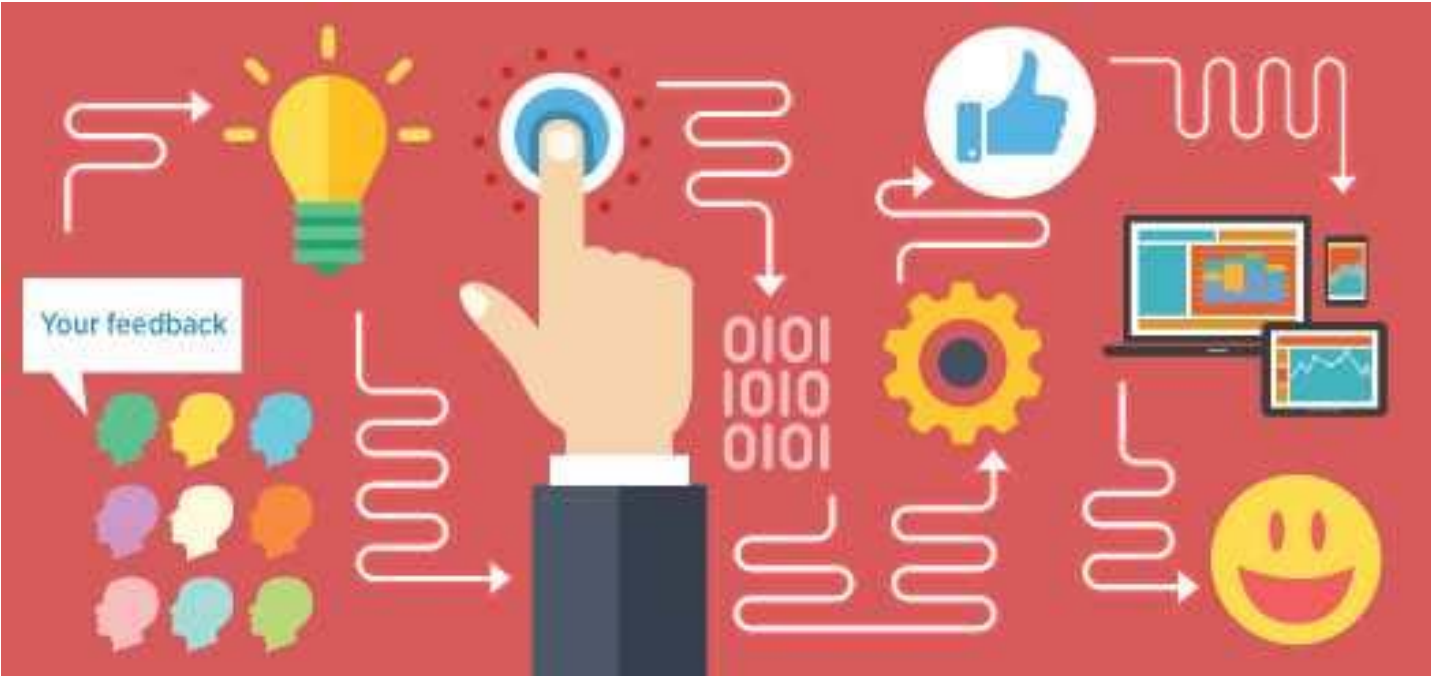


- Poverty
- Income and Poverty
- Official Poverty Measure
- S1701: POVERTY STATUS IN THE PAST 12 MONTHS
- B17020: POVERTY STATUS IN THE PAST 12 MONTHS BY AGE

[Advanced Search](#)



Email us your thoughts: cedsci.feedback@census.gov



Questions/Feedback?

General feedback, please email: cedsci.feedback@census.gov

Specific questions? Please feel free to contact me!

Rob Chestnut

Communication and User Engagement
CEDSCI, U.S. Census Bureau

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Thank you!