The Future of Census Bureau Data Dissemination
Data.census.gov Platform Preview and Feedback Session
Census Bureau Mission

To serve as the leading source of quality data about the nation’s people and economy.

We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.
Data Dissemination Journey

**Digitize:**
- Provide content online
- Provide content via Census.gov

**Strategize:**
- Map your journey
- Create the roadmap to the future state of dissemination

**Improve:**
- Leverage existing investments
- Identify and use existing data dissemination investments and resources

**Personalize:**
- Deliver personalized experiences
- Build online relationships through tailored experiences that drive repeat visits

**Optimize:**
- Continue to enhance based on feedback
- Make data driven decisions to continuously improve

CEDSCI Established

2015 CEDSCI Platform was Initiated

Data Dissemination Task Force Initiated
Call to Action

The Census Bureau is the source of quality data about the nation’s people, places, and economy.

However, we recognize the need to evolve how we disseminate data and information to our customers.

We established the Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI) to transform and improve the customer experience for finding, using, and sharing all Census Bureau data.
Role of the CEDSCI Program

- Centralize and standardize metadata, data, and software
- Create a customer-oriented platform for easy access to Census Bureau data
- Move dissemination from duplicative tools to streamlined, efficient platform
Explore Census Data

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

I'm looking for...

Landing page with a simplified look and feel, including plenty of white space and a single-search bar.
Get data from one reliable source

Icons link directly to data search on Data.census.gov.
Get data from one reliable source

Start with search
We're combining our data tools into a single experience. Use the search bar to find the information you need.

Try new features
We release updates every two months. Explore features that will help you interact with our data.

Give us feedback
We need your help to develop a seamless experience. Tell us how to improve this platform: cedsci.feedback@census.gov

Additional instructions provide suggestions on using the preview site.
Our process

We design, develop, and release new features every two months.

Current updates
- Enhanced search
- Pseudo geographies

Upcoming features
- Geography profile pages
- Enhanced mapping
- Pattern library
- Accessible backend

Official release
Look for continuous improvements from now until our official launch.
Help us build this experience

Your input is important as we develop this platform. Start searching and let us know how we can make your experience better.

Email feedback to: cedsci.feedback@census.gov

Continue to check out data.census.gov, and provide your feedback to cedsci.feedback@census.gov.
WHERE ARE WE HEADED?

Upcoming Releases
Georgia
State in: United States

Georgia at a Glance
Georgia has a total area of 57,780 square miles, including 1,830 square miles of water, making it the 24th largest state by area. Georgia is bordered by Alabama, Florida, North Carolina, South Carolina, and Tennessee.

10,214,860
POPULATION

$51,244
MEDIAN HOUSEHOLD INCOME

17.0%
POTENTIAL RATE

57.6%
EMPLOYMENT RATE

29.9%
BACHELOR'S DEGREE OR HIGHER

Race
2.3%
Two or More Races
3.1% Race in the United States

Population by One Race Alone in Georgia
Education

86.1%  
High School Graduate or higher

87.1% Education in the United States

Source: 2015 American Community Survey 1-Year Estimates

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Income

$25,737  
Per capita income

$28,930 Income in the United States

Source: 2015 American Community Survey 5-Year Estimates
Health

13.9% ± 0.3%
People without health insurance coverage

9.4% Health in the United States

Source: 2015 American Community Survey 1-Year Estimates

Veterans

8.4% ± 0.2%
Veterans

7.6% Veterans in the United States

Source: 2015 American Community Survey 1-Year Estimates
Age

36.4
Median age

37.8 Age in the United States

Source: 2015 American Community Survey 1-Year Estimates

Disability

12.2%
With a disability

12.6% Disability in the United States

Source: 2015 American Community Survey 1-Year Estimates
929,864
Total firms
27,626,360 Firms in the United States
Source: 2012 Survey of Business Owners
STAKEHOLDER ENGAGEMENT AND USER FEEDBACK
Engaging Stakeholders for Feedback

• Continue outreach with stakeholders to understand requirements, successes, and suggestions

• Suggestions incorporated into platform to date:
  • Select all geographies
  • Search by Table ID
  • Mapping enhancements
  • Filtering enhancements
  • General look & feel

• Future enhancements to include:
  • Custom data aggregations / manipulations within tables
  • Easy access to single data cells (e.g., average commute time)
What would you like to see in the platform?

For the next few minutes, consider what you have seen in the slides for potential upcoming features.

• What did you like?
• What didn’t you like?
• Is there anything missing?
• Are there features you want to be sure we add?
What would you like to see in the platform?

Then, please tell us what you’d like to see, related to:

• **File formats** – for download, presentation, etc.
• **Data sets** – are there datasets we should be sure to include?
• **Data aggregation** – is this something you’re interested in? By geographic region or by other methods?
• **Other** – what else would you like to see? Dynamic maps, visualizations, tabulation capabilities, etc.? We need your ideas!
Our progress depends on you!

Please visit Data.census.gov regularly, and provide your feedback at cedsci.feedback@census.gov!
Questions or Additional Information?  
*Please contact me!*

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