



Transforming data dissemination and personalizing the digital user experience

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United States Census Bureau

Customers are More Connected than Ever

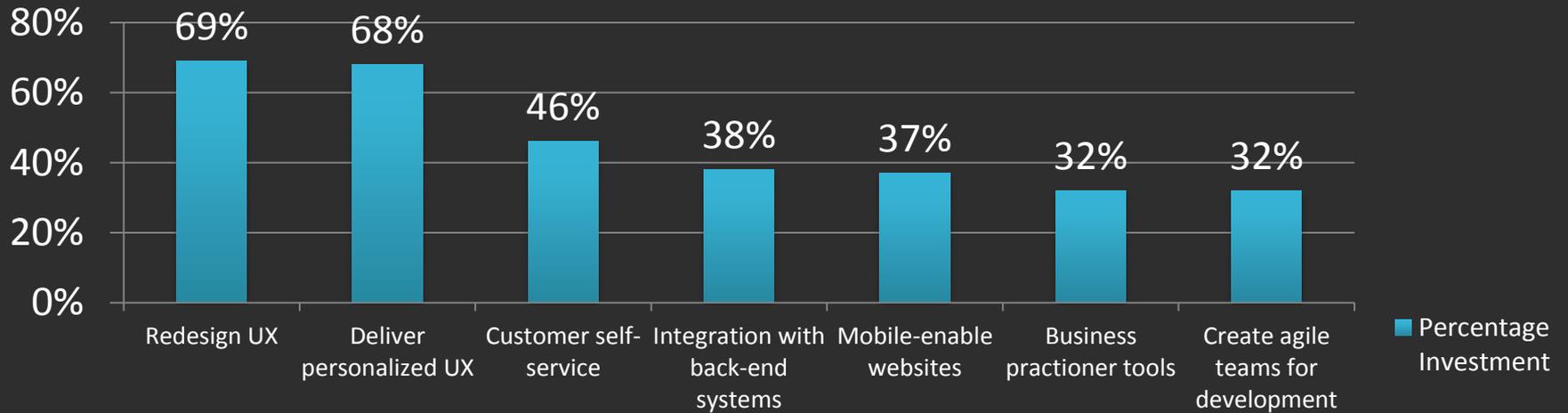


213.3 million online U.S. adults
4.3 Connected Devices
70% use smartphones



Organizational Complexity and Investment Priorities

Percentage Investment

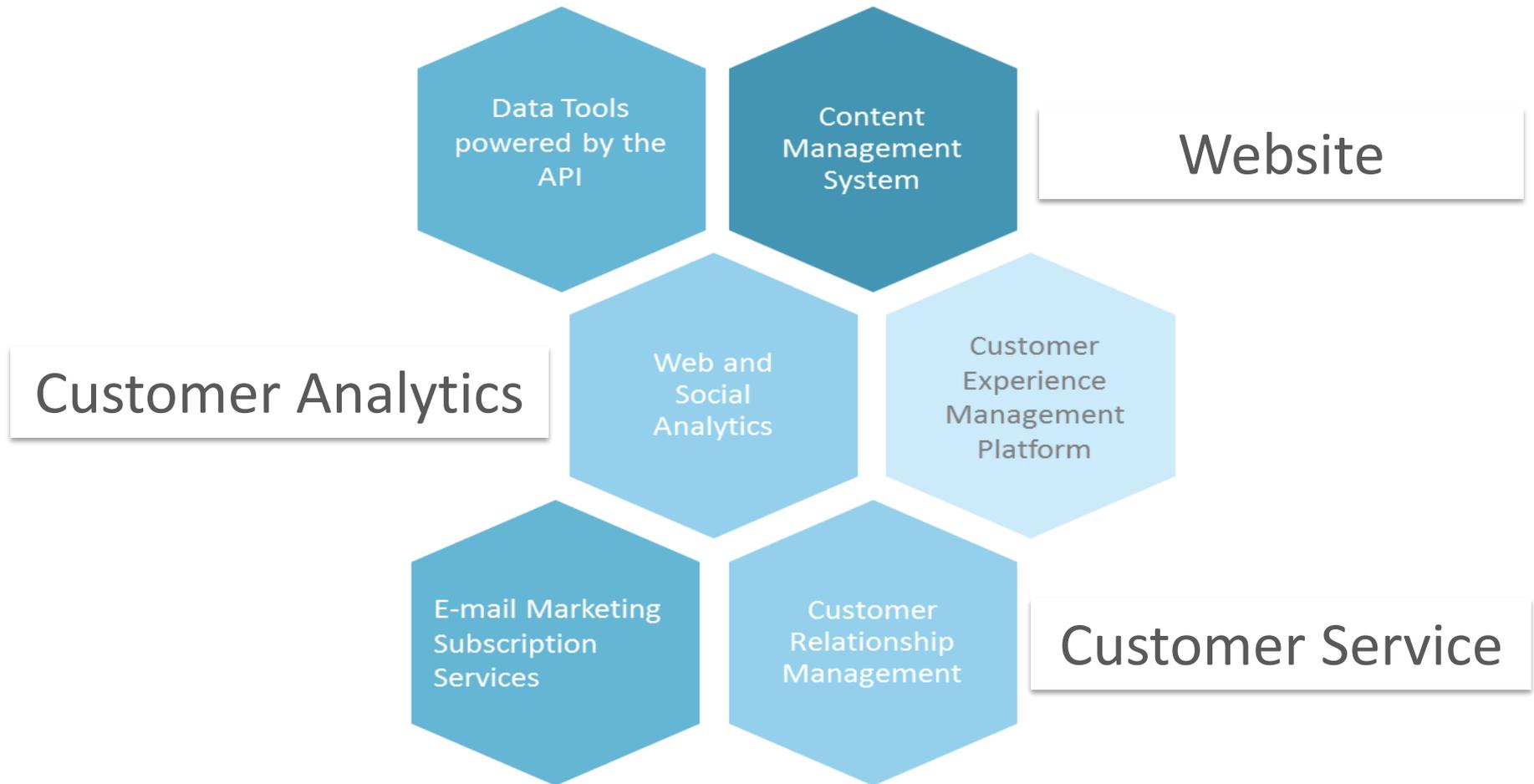


OFFER A PERSONALIZED EXPERIENCE

- Use data to deliver experiences that customers find relevant and engaging
- Gain customer knowledge through analytics & captured interactions with your organization.
- **Content-driven personalization** is the primary focus of the digital experience



Technologies Supporting Digital Customer Experience



Responsive Design

Mobile traffic to **Census.gov** has been on the rise over the last several years, going from 7% in 2012 to 22% in 2015.



Create Once, Publish Everywhere

Topic

Homepage

Library

Survey Pages

Smart Search

Using our own API to provide users with answers to the most popular statistics.

Q kent county poverty Search Features & Tips

Kent County, DE | Individuals below poverty level
12.9 %
Source: 2010-2014 American Community Survey 5-Year Profiles

Related Statistics about Kent County, Delaware Poverty by

By County Visualization Table

See other geographies named "Kent County" >

Search results

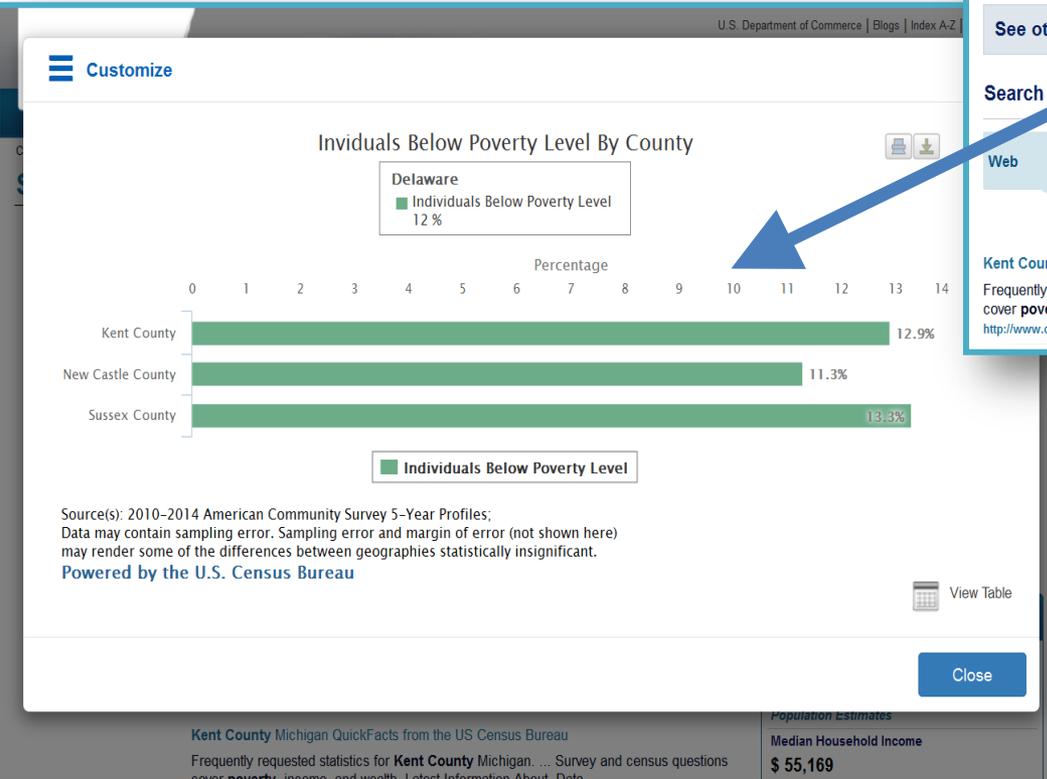
Web Image Video

Kent County, Delaware

2015 Population Estimate
173,533
Source: Vintage 2015 Population Estimates: Population Estimates

Median Household Income
\$ 55,169
Source: 2010-2014 American Community Survey 5-Year Estimates

Kent County Michigan QuickFacts from the US Census Bureau
Frequently requested statistics for **Kent County** Michigan. ... Survey and census questions cover **poverty**, income, and wealth. Latest Information About. Data ...
<http://www.census.gov/quickfacts/table/PST045215/26081>



Data-driven. Among top searches:

- Geography
- Population
- Data by year
- Income & Poverty

Customizable Search Visualizations



Faceted Filtering

[Census.gov](#) > [Library](#) > Publications

Library

Publications

This page contains population-related publications released by the U.S. Census Bureau.

[View more publications.](#)

Topics

- Population ▼
- All
- Age All >
- Ancestry All >
- Children All >
- Foreign Born All >
- Hispanic Origin All >
- International All >

Your Refinements

[Clear All Refinements](#)

- Housing ×
- 2013 ×
- American Community Survey ×
- 2014 ×

[See All Your Refinements](#) ▼

Sort By:

- All
- Under 5 Years
- 5 to 9 Years
- 10 to 14 Years
- 15 to 19 Years
- 20 to 24 Years

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Create more engaging Content

Provide Census data and content through engaging stories.



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By Lorem Ipsum Dolor

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Sign Up To Get Latest News & Data Releases

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Vision

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

- Enable data to be easily **discovered, accessed, and consumed** via Census.gov
- Make data useful for a **diverse set of customer needs**
- Take advantage of **digital opportunities**
- **Centralize and standardize** the metadata

Census.gov and Data Integration

Customers will be able to search directly from Census.gov and get relevant content, data tables, statistics, videos, publications, and images.

(Illustrative images, final work is in progress)

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

United States Census Bureau

Topics: Population, Economy | Geography: Maps, Geographic Data | Library: Infographics, Publications | Data: Tools, Developers | About the Bureau: Research, Surveys | Newsroom: News, Events, Blogs

Search: Plumber, DC, MD, VA

Facts at-a-Glance

Plumbing, Heating, and Air-Conditioning Contractors
This industry comprises establishments primarily engaged in installing and servicing plumbing, heating, and air-conditioning equipment... (2012 NAICS)

Average Income: **\$43,562**

Number of Establishments: **25,719**

Geographies: DC, MD, VA

Number Employed Over Time: VA, DC, MD

Data Visualizations | Related Downloads | See more Facts >

Showing 86 results

Search Results for... "Plumber"
Category: Occupation | See more Categories >

All | Tables | Statistics | Publications | Videos | Images

YEARS AVAILABLE: 2012 | YEAR ESTIMATES: 2 YR

B24121. Detailed Occupation by Median Earnings in the past 12 months
Full-time, year-round civilian employed population 16 years and over with earnings 2011-2013 American Community Survey 3-year Estimates...
<http://www.census.gov/prod/ec02/ec0231326191.html>
POPULARITY: [Progress bar]

PREVIEW TABLE | ADD TO MY LOCKER | DOWNLOAD | SHARE

B24124. Detailed Occupation for the Full-Time, Year-Round Civilian Employed Population 16 Years and Older
Full-time, year-round civilian employed population 16 years and over with earnings 2011-2013 American Community Survey 3-year Estimates
<http://www.census.gov/prod/ec02/ec0231326191.html>
POPULARITY: [Progress bar]

B25047. Plumbing Facilities for All Housing Units
Plumbing Facilities for all Housing Units 2009-2013 American Community Survey 5-Year Estimates
<http://www.census.gov/prod/ec02/ec0231326191.html>
POPULARITY: [Progress bar]

B25028. Plumbing Facilities for Occupied Housing Units
Plumbing Facilities for all Housing Units 2009-2013 American Community Survey 5-Year Estimates
<http://www.census.gov/prod/ec02/ec0231326191.html>
POPULARITY: [Progress bar]

B08124. Means of Transportation to Work by Occupation
Means of transportation to work by occupation of workers 16 years and over
<http://www.census.gov/prod/ec02/ec0231326191.html>
POPULARITY: [Progress bar]

B24050. Industry by Occupation for the Civilian Employed Population 16 years and Over
Industry by Occupation for the Civilian Employed Population 16 years and Over Civilian employed population 16 years and over more information 2011-2013 American Community Survey 3-Year Estimates
<http://www.census.gov/prod/ec02/ec0231326191.html>

Filter Results

Topics

- Educational Attainment
 - Educational Services
 - Public School System Finances
 - School Districts
 - School Enrollment
 - Bachelor's Degree
- Health
- Housing
- Employment
- Income
- View All
- [Add / Change](#)

Geography

- District of Columbia
- Maryland
- Virginia
- [Add / Change](#)
- [Locate me](#)

Collection Year

- 2014
- 2013
- 2012
- 2011
- View All
- [Add / Change](#)

Survey/Program

- American Community Survey (180)
- County Business Patterns (100)
- Survey of Business Owners (80)
- View All

Additional Filters >>

Top Searches

- Plumber average salary
- Indoor plumbing
- Plumber average age
- Plumbing apprentice
- Pipefitter
- Surgical plumbing
- Plumber certifications
- Plumber average age

[See all](#)

Related Tools

- NAICS Directory
- American Community Survey

[See all](#)

15

Data Integration with Search

Customers have the ability to have a focused search or explore when accessing Census data from the Data tab.

The screenshot shows the United States Census Bureau website's 'Data' section. At the top, there is a navigation bar with the Census Bureau logo and links for 'Topics', 'Geography', 'Library', 'Data', 'About the Bureau', and 'Newsroom'. Below this is a 'Data' header with a search bar and an 'Explore the Data' button. The search bar contains the text 'Enter Keyword(s)' and has a magnifying glass icon. Below the search bar, there are 'Examples' of search results: 'School enrollment for Fairfax County', 'Table S2506 - Financial Characteristics for H...', and 'Average Annual Salary for a Plumber'. To the right of the search bar is a 'Explore the Data' section with a gear icon and a placeholder text: 'Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae.' Below this is an 'Explore now >' link. In the center, there is a 'Latest' section with three tabs: 'News', 'Data Tools', and 'Visualizations'. Under 'News', there are three articles: '2013 ZIP Code Business Patterns' (dated May 05, 2015), '2012 Economic Census Geographic Area Series for Two More Sectors' (dated April 28, 2015), and 'Sacramento Tops Large Counties in Employment Growth Rate' (dated April 23, 2015). On the right side, there is a 'U.S. Population' widget showing the number '320,860,134' and a 'COMPONENTS OF POPULATION CHANGE' section with three bars: 'One birth every 8 seconds', 'One death every 13 seconds', and 'Net gain of one person every 13 seconds'. At the bottom left, there is a 'Tell us what YOU think' button.

Explore

Customers have the ability explore data through topics, locations or surveys among other options from the Data tab.

U.S. Department of Commerce | Maps | Index 6.2 | Census | FAQs

United States Census Bureau

Topics: Population, Income | Geography: Maps, Geographic Data | Library: Infographic, Publications | Data: Tools, Developers | About the Bureau: Research, Surveys | Newsroom: Press, Events, Blog

Data

[Return to Search & Explore](#)

Explore the Data

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1 Select Search Topics

2 Select Locations

or

Filter Results

Topics

- Education
- Health
- Housing
- Employment
- Income
- All

[add/change](#)

Geography

- United States

[add/change](#)
[add/remove](#)

Collection Year

- 2004
- 2002
- 2000
- 2001
- All

A user can select from a list of easy to understand topics in plain English.

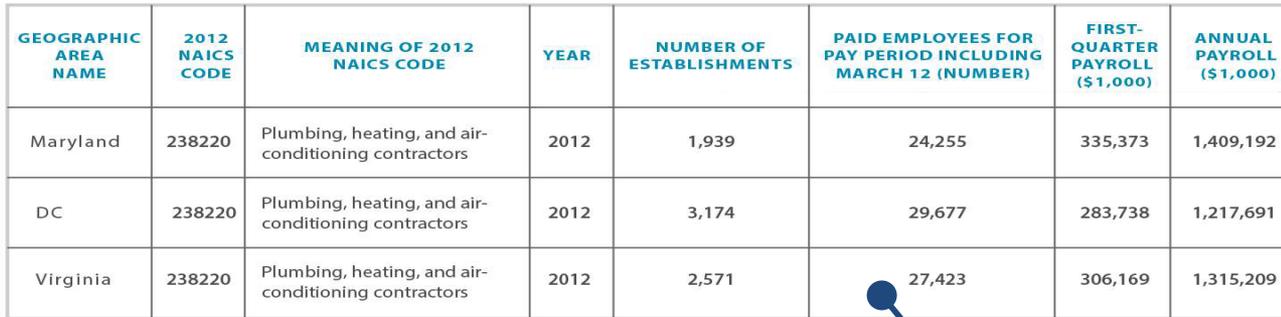
The geography selection is simplified with advanced options available for expert users.

Personalization

Customers searching within the Data tab are presented with tables and statistics that match their selected criteria. Faceted filters are available for a user to continue refining their search.

My Locker

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GEOGRAPHIC AREA NAME	2012 NAICS CODE	MEANING OF 2012 NAICS CODE	YEAR	NUMBER OF ESTABLISHMENTS	PAID EMPLOYEES FOR PAY PERIOD INCLUDING MARCH 12 (NUMBER)	FIRST-QUARTER PAYROLL (\$1,000)	ANNUAL PAYROLL (\$1,000)
Maryland	238220	Plumbing, heating, and air-conditioning contractors	2012	1,939	24,255	335,373	1,409,192
DC	238220	Plumbing, heating, and air-conditioning contractors	2012	3,174	29,677	283,738	1,217,691
Virginia	238220	Plumbing, heating, and air-conditioning contractors	2012	2,571	27,423	306,169	1,315,209

DOWNLOAD 

SHARE 

MAP 

A user can save personalized searches, tables, statistics, and visualizations

The Future Of Digital

- As the digital and internet experience continue to evolve, user expectations will continue to grow.
- According to Pew Research, by 2025 the Internet will become “like electricity” – less visible, and yet, embedded in peoples’ lives.
- Information sharing will be effortlessly interwoven into our daily lives and big data will make people more aware of their world.
- The Census Bureau is preparing to meet growing customer expectations through transparent investment in an upgraded user experience.

Questions???