

Building a 21st Century Digital Data Dissemination

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Overview of Today's Discussion

- Overview Digital Transformation
- Digital Government Strategy
- Redesigning the Web
- Open Government Initiatives
- New Data Tools to Access Census Statistics
- Growing Our Audience: Mobile Applications



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Background

Leveraging the success and innovations achieved with 2010Census.gov across Census.gov., Census Bureau launched its Digital Transformation Project.



Digital Transformation Project Goals:

- Increase Customer Satisfaction
- Grow Our Audience
- Increase Awareness of Census Statistics

Awarded and funded contracts in late FY2011 to support work related to:

- Mobile apps and web content conversion
- APIs, interactive web apps and videos
- Census.gov redesign including look & feel, search, navigation, and analytics
- Online advertising and search engine marketing



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“Government agencies must enable the public, entrepreneurs and our own government programs to better leverage the rich wealth of federal data (and help) serve to unlock the power of government data, spur innovation, and thereby improve the quality of services for the American people.”

DIGITAL GOVERNMENT:
**BUILDING A 21ST
CENTURY PLATFORM**

Digital Government: Building a 21st Century Platform to Better Serve the American People. Executive Office of the President of the United States

New Digital Government Strategy

Building a 21st Century Platform to better serve the American People

Information-Centric

Making Open Data, Content, and Web API's the New Default. Facilitating content through Open APIs making data assets freely available for use within and between agencies, private sector, and citizens.

Customer-Centric

Using Modern tools, and technologies, to understand customer satisfaction and needs. Improving priority customer-facing services for mobile use
Measuring performance and customer satisfaction to improve services delivery

Shared Platform

Identifying Content Management System solutions and supporting implementation through training and best practices. Enabling code sharing and modular development

Security and Privacy

Adopting of new technology that will enable safety and security of our data

*Building for the future requires us to think beyond programmatic lines.
To keep up with the pace of change in technology and produce better content and data.*



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Homepage

The home page is the portal through which the user interacts with Census Data

New Experience on:

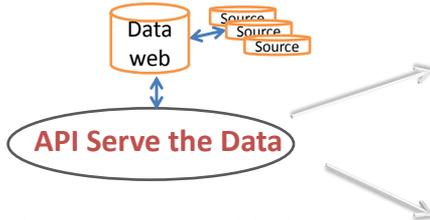
- Design
- Thematic Navigation
- Easier Access to Data Tools
- Improved Header and Footer
- Improved Search

The screenshot shows the United States Census Bureau homepage. At the top, there is a navigation bar with links for Topics, Geography, Data, Library, Newsroom, and About. Below this is a large banner image featuring a diverse group of people. To the right of the banner is a featured article titled "Urban Youth Population in the United States: 2010". Below the banner are several data widgets: "U.S. Census Bureau Economic Indicators" showing March 2012 Report (GDP \$485.5 B), "QuickFacts" with a map of the United States, and "Population Clocks" showing United States and World population. There is also a "Breaking News" section with three articles, a "Trending" section with five items, and a "Stat of the Day" section showing 1.5 million people. At the bottom, there is a footer with various links and the U.S. Department of Commerce logo.

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Open Government

APIs provide new methods of data access and dissemination



Advanced Search

Showing 207,000 results for 'population'

- 7,204,110,246 World Population (October, April 10, 2012)
- 308,745,538 U.S. Population (October, April 10, 2012)
- 87,253,956 U.S. Population (October, April 10, 2012)

2010 Census Data: 2010 Population: \$51,914 United States | Median Household Income, 2006-2010

Search Suggestions: income distribution, income inequality, income

Web Applications API enabled

Easy Stats

Select Geography: [Select a state]

Optional: Refine by [County] [Place] [Congressional District]

Choose a topic: Financial, Jobs, Housing, People, Education

Current Table: None

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Mobile Applications

Mobile view of Easy Stats showing: New Residential Sales, Construction Spending, and Advance Report Durable Goods.

Interactive Data Tools

U.S. and World Population Clock

U.S. Population: 315,667,046 | World Population: 7,078,321,904

COMPONENTS OF POPULATION CHANGE (11/20/10 YTD)

One birth every 12 seconds	One death every 12 seconds	One international migrant net entry 44 seconds	Net population increase every 14 seconds
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TOP 10 MOST POPULOUS COUNTRIES

1. China	1,345,882,838	4. Pakistan	193,238,268
2. India	1,223,020,209	7. Mexico	114,487,239
3. United States	315,667,046	8. Bangladesh	163,057,800
4. Indonesia	231,460,124	9. Russia	142,800,482
5. Brazil	201,020,622	10. Japan	127,233,073

Annual Population Estimates

United States Regional Population by Year

United States Population by Age and Sex

Easy Stats interface showing a map of the United States and filters for State, County, and Place.

U.S. Census Bureau Economic Indicators

- Manufacturers' Goods**: \$459.2 B (November 2011 Report, Released 10:00 AM EST, 1/4/12) - New Orders: 1.8%
- Construction Spending**: \$807.1 B (November 2011 Report, Released 10:00 AM EST, 1/3/12) - 1.2%
- New Residential Sales**: 315,000 (November 2011 Report, Released 10:00 AM EST, 12/23/11) - Single-family houses: 1.6%
- Advance Report Durable Goods**: \$207.0 B (November 2011 Report, Released 8:30 AM EST, 12/23/11) - Mfd. durable goods: 3.8%

View All | * change not statistically significant

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My Congressional District - Soft Launch 7/18

Live on www.census.gov/mycd

My Congressional District
Powered by The American Community Survey

1 Choose a State
2 Choose

Arkansas
Congressional District 2

Arkansas 11th Congressional Districts

Arkansas: Congressional District 2

Population	Estimate
Total Population	739,092
Sex	Estimate
Total Population	739,092
Male	360,384
Female	378,708
Age	Estimate
Total Population	739,092
Under 5 years	49,096
5 to 9 years	51,580
10 to 14 years	47,170
15 to 19 years	47,054
20 to 24 years	56,510

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INTERNATIONAL YEAR OF STATISTICS 2010

QuickFacts: Multiple Views of Data

QuickFacts

Curabitur blandit tempus porttitor. Sed posuere consectetur est at lobortis. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Cras mattis consectetur purus sit amet fermentum. Nullam quis risus eget urna mollis ornare vel eu leo. Duis mollis, est non commodo. Nullam quis risus eget urna mollis ornare vel eu leo.

City, State, Place

Dashboard Table Map Chart

Topic: State: Country:

QUICKFACT USA Population, 2011 Estimate: State Level Data

Topic	Value
Population, 2011 estimate	308,745,538
Population, 2010 (April 1), estimates base	308,745,538
Population, percent change, April 1, 2010 to July 1, 2011	0.0%
Population 2010	308,745,538
Persons under 5 years, percent, 2010	6.5%
Persons under 18 years, percent, 2010	23.7%
Persons 65 years and over, percent, 2010	13.3%
Female persons, percent, 2010	50.8%
White persons, percent, 2010 (a)	78.1%
Black persons, percent, 2010 (a)	13.1%
American Indian and Alaska Native persons, percent, 2010 (a)	1.2%
Asian persons, percent, 2010 (a)	5.0%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	0.2%
Persons reporting two or more races, percent, 2010	2.3%
Persons of Hispanic or Latino origin, percent, 2010 (b)	15.7%
White persons not Hispanic, percent, 2010	63.4%
Foreign born persons, percent, 2008-2010	12.7%
Language other than English spoken at home, not age 5+, 2008-2010	20.1%
Veterans, 2008-2010	22,652,490
FAMILY AND LIVING ARRANGEMENTS	
Living in same house 1 year or over, 2008-2010	84.2%
Households, 2008-2010	27.0%
Persons per household, 2008-2010	114,258,898
EDUCATION	
High school graduates, percent of persons age 25+, 2008-2010	131,704,730

KEY (in millions): ■ 0-100 ■ 0-100 ■ 0-100 ■ 0-100

Population, 2011 Estimate: State Level Data

State	Population (in millions)
Alabama	4.5
Alaska	0.6
Arizona	6.3
Arkansas	3.0
California	37.0
Colorado	5.0
Connecticut	3.6
Delaware	0.9
Florida	19.3
Georgia	9.7
Hawaii	1.3
Idaho	1.3

New QuickFacts: Tables, maps, charts. Customize, share, embed, download.

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INTERNATIONAL YEAR OF STATISTICS 2010

Growing our Mobile Audience: Mobile Apps

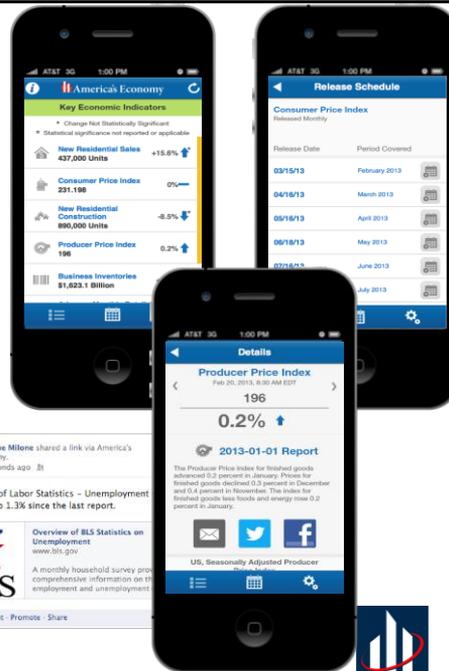


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America's Economy

- Provides the latest data for the principal federal economic indicators, including BEA and BLS.
- Allows businesses to have this information at their finger tips when making important decisions everyday.
- Added BLS's Consumer Price Index (CPI), Producer Price Index (PPI) and Non-farm Payroll.
- Reached 100K installs
- Named a top 10 government mobile app



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Dwellr Mobile App

- Uses mobile app user's demographics, occupation, geographic and lifestyle preferences to determine places around the U.S. that may be appealing to them.
- Generate interest in places and ACS data for further exploration on Census.gov.
- Users can return at any time to check their saved preferences against any specified location, including their current location using the phone's GPS.



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Pop Quiz Mobile App

- Teaches the user information about the U.S. through an engaging approach.
- Each state will have five questions associated with it.
- When the user answers all the questions for a state, they will be awarded with a badge that they may share via Facebook or Twitter.
- When the user has completed all states, they will be able to complete a final challenge on the U.S.



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