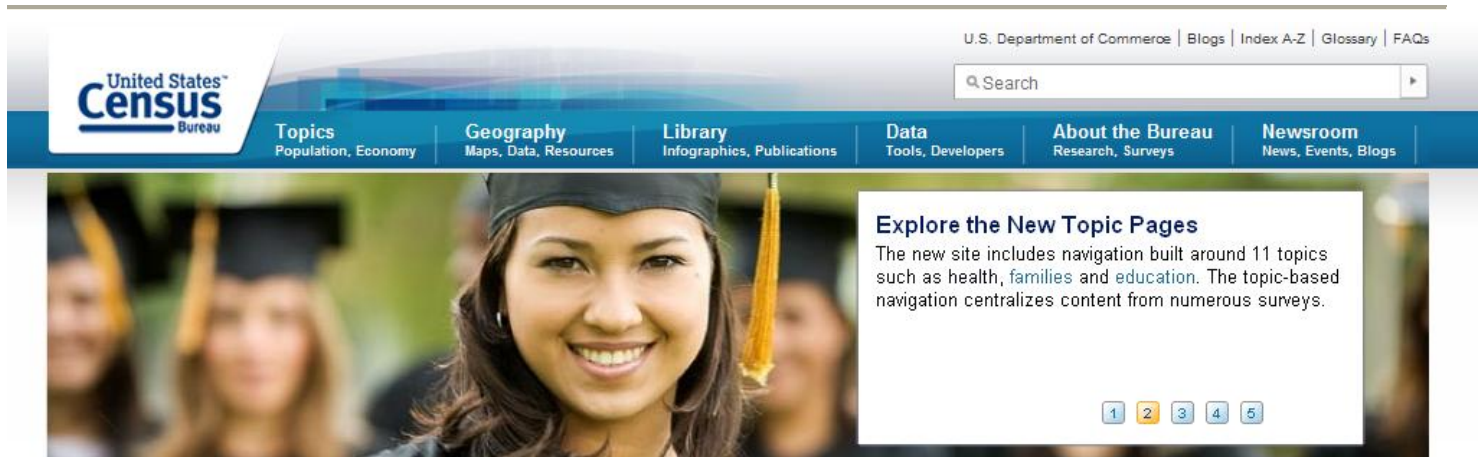


# U.S. Census Bureau

## Introducing the new *census.gov*



### *An improved navigation and design*

Twenty years ago, the Census Bureau was proud to have been one of the first government agencies with a website. In 2014, we continue transforming the way America gets statistics with a re-designed census.gov.

### What's New

- **Topic Based Navigation:** The site includes navigation built around 11 topics such as population, health, families and education. The topic-based navigation centralizes statistical content from numerous surveys. For example, the family topic centralizes content on childcare, fertility, grandparents and marriage.
- **Contextual Navigation:** Webpages within the Census Bureau site now provide multiple paths for users to get to the information they are looking for. For instance, many pages now have helpful related links instead of requiring you to back out of the site and try again.
- **Fresh Look:** The site uses new colors and offers more white space and narrower columns to allow for easier reading and navigation.
- **Home page Application Carousel:** This feature on the homepage provides direct access to many of the more popular data tools on census.gov.

### Coming Soon

- **Improved Search:** The new search function will provide statistics along with traditional results, using combinations of a keyword and a location. For instance, when a user types in "Population of California," the latest population statistic along with related links will appear.
- **Full Migration of Content:** As the new site launches, more content from the existing census.gov will be migrated for a fuller experience.

### Tell Us What You Think

We would like to get your feedback on our new site. Send us any comments you have to [cnmp.web.comments.list@census.gov](mailto:cnmp.web.comments.list@census.gov).

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### Other Digital Initiatives

The redesign is part of an ongoing effort at the Census Bureau. In addition to the redesign, we have launched a variety of digital tools aimed at providing statistics directly to the user.

- **Internet Response to Surveys:** The Census Bureau offers Internet response for many of its surveys, including the American Community Survey. The Internet option makes responding to surveys more convenient, conducting surveys more cost-effective and America's statistics more accessible on digital and mobile devices.
- **dweller Mobile App:** The newest app from the Census Bureau provides a social aspect to Census Bureau statistics. People can compare their preferences and location's characteristics to find 25 ideal dwelling places, based on statistics from the American Community Survey. Users can share their places and compare to their friends' places on Facebook and Twitter.
- **Census Explorer:** The newest mapping tool provides a glance at eight topics from the American Community Survey, and it shows how they have changed since the 1990 and 2000 censuses.
- **Application Programming Interface (API):** As part of the Census Bureau's Open Data initiative, the API lets developers customize Census Bureau statistics into their Web or mobile apps. The API offers data from the American Community Survey and the 2010, 2000 and 1990 censuses.
- **America's Economy Mobile App:** The Department of Commerce releases key Census Bureau economic indicators every week. The app provides real-time updates for 20 key economic indicators from the Census Bureau, Bureau of Labor Statistics and Bureau of Economic Analysis.