



INTRODUCING: The NEW American FactFinder

U.S. Census Bureau
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USCENSUSBUREAU

United States™
Census
Bureau

The NEW American FactFinder

Today's Speakers

- Stan Rolark (host), Chief, Public information Office
- Arnold Jackson, Associate Director for Decennial Census
- Jeff Sisson, Program Manager, Data Access and Dissemination Staff
- Rob Chestnut, Team Lead, Requirements and Stakeholder Relations

The NEW American FactFinder

- An innovation in data dissemination
- Census Bureau history of innovation in data dissemination
- An achievement reached through support of many individuals throughout the Census Bureau

The NEW American FactFinder is Here!!!!

- Released this morning, 1/18/11 at 7.a.m., EST
- Culmination of a 2 year effort featuring a complete overall redesign of American FactFinder
- Changes the way users find, access and interact with U.S. Census Bureau data
- Major interdivisional effort to accomplish this milestone

Redesign Principles

“Provide easy access to Census data for non-expert users without sacrificing detail for expert users”

- Increase data access effectiveness for users
- Guide users to their data without forcing them to become experts
- Give end users more functionality and flexibility
- Address growing usage and data volume needs
- Provide a platform that evolves over time, avoiding technology obsolescence

Key Redesign Features



Improved:

- Search & Navigation
- Look, Layout & Feel

Consistent Structure

- Menu Options
- Site Functionality
- Thematic vs. Programmatic

Layered Information

- Less overwhelming
- Improved User Experience

The NEW American FactFinder

Key Navigation Aids:

- **Search for data by topic**
 - Keyword/text search via Quick Start OR
 - Select from predefined Topics
- **Narrow your search to access data for specific**
 - Geographies
 - Population Groups
 - Industry Codes

American FactFinder—Your Online Resource to Census Bureau Data

1. "Quick Start" Search With a Term or Keyword

Find data by typing in what you are looking for.

2. Topic Search

Search for information by topic(s) of interest with this easy-to-use feature.

3. Advanced Search Options

Search by Geographies, Population Groups, or Industry Codes for more specific information.

The screenshot shows the American FactFinder website interface. At the top, it says "U.S. Census Bureau" and "AMERICAN FactFinder". Below the header is a navigation bar with "MAIN", "SEARCH", "WHAT WE PROVIDE", and "USING FACTFINDER". There are also language options for "English" and "Español".

The main content area is divided into several sections:

- Your Selections:** A box indicating "Your Selections is empty".
- Topics:** A dropdown menu with a list of categories including People, Housing, Business and Industry, Year, Product Type, Document Type, Data Type, Compare Geography, Program, Survey, and Dataset. There is also an option to "include archived products".
- Geographies:** A section for searching by "states, counties, places...".
- Population Groups:** A section for searching by "race, ancestry...".
- Industry Codes:** A section for searching by "NAICS...".
- Quick Start:** A search box with the prompt "Enter search term(s) and click 'GO'". It includes a "GO" button and radio buttons for "topics", "population groups", and "industries".
- Data Available on Legacy American FactFinder:** A section providing information about data from the 2007 Economic Census, 2009 American Community Survey, and 2009 Population Estimates.
- News and Notes:** A section with a date of "Feb 08, 2010" and a "View Table Notes" link.
- U.S. Population Clock:** A section showing the date "14:05 UTC (EST+6) Dec 08, 2010" and the population count "310,870,891".
- Reference Maps:** A section for "Reference Maps" showing selected geographic boundaries for an area, with a "GO" button and a dropdown for "United States".
- Address Search:** A section for "Address Search" with a "GO" button and a "Find Census data by entering a street address" prompt.
- Did you know?:** A section with a "Did you know?" title and a "1,233 is the number of locations producing chocolate and cocoa products in 2007" fact.

Numbered callouts (1-6) point to specific features: 1 points to the Quick Start search box; 2 points to the Topics dropdown; 3 points to the Geographies, Population Groups, and Industry Codes sections; 4 points to the Reference Maps section; 5 points to the Address Search section; and 6 points to the "View Table Notes" link in the News and Notes section.

4. Easily Access Reference Maps

View maps and geographic boundaries or select geographic areas to add to your search.

5. Address Search

Find data for the communities where you live and work.

6. Enhanced Table and Mapping Tools

Create tables and maps to display data in a variety of ways.

Visit factfinder2.census.gov

Your Main Source for 2010 Census Data Products

Summary of Products and Availability:

- 2000 CENSUS
- 2008 Population Estimates

FEB 2011-MAR 2011*

- 2010 Census Redistricting Data (P.L. 94-171) Summary File

APRIL 2011*

- National Summary File of Redistricting Data

•Down to American Indian, Alaska Native, and Native Hawaiian areas

*The dates above refer to the first medium of release.



For additional release dates and information, visit:
<http://www.census.gov/population/www/cen2010/glance/index.html>

The OLD American FactFinder

Summary of Products and Availability:

- Online through Fall 2011
- 2005-2009 American Community Survey
- 2005-2009 Puerto Rico Community Survey
- Economic Programs:
 - 1997, 2002, & 2007 Economic Censuses
 - Annual Economic Surveys:
 - 2003-2009 Annual Survey of Manufactures
 - 2004-2008 County Business Patterns
 - 2004-2008 Nonemployer Statistics
- 2006-2009 Annual Population Estimates



Data Transition Schedule

Late Spring/Early Summer 2011

- ACS 2005-2008
- 2002 ECON Census
- Annual Economic Surveys

Mid/Late Summer 2011

- 2007 ECON Census
- 2009 ACS

Fall 2011

SUNSET of Legacy American FactFinder



The NEW American FactFinder

- Take the Virtual Tour
- View Online Tutorials



Visit:

factfinder2.census.gov

- Start your search
- View tutorials of American FactFinder's features and functions
- Get help

Demonstration

Measuring America's:

people

- Population total
- Age & Sex
- Education
- Employment
- Disability
- Income
- Language
- Ancestry
- Race/Ethnicity

places

- Nation
- State
- County
- Place
- Census Tract
- Block Group
- Block

economy

- Industry Sector
- Income & Earnings
- Poverty
- Mortgages & Status
- Real Estate Taxes

Questions



2010 Home Page



Everything you wanted to know about the 2010 Census

2010 Data Page



Your path to 2010 Census data

For More Information

Media: Public Information Office
301-763-3691/3030

Public: Customer Service Center
301-763-4636

FAQs: <http://ask.census.gov>