

INTRODUCING: The NEW American FactFinder

U.S. Census Bureau January 18, 2011



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



- 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



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

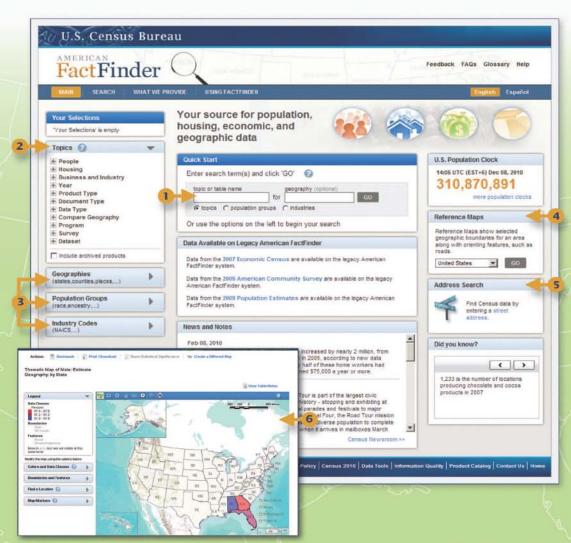


American FactFinder-Your Online Resource to Census Bureau Data

1. "Quick Start" Search With a Term or Keyword Find data by typing in what you are looking for.

2. Topic SearchSearch 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.



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.





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http://www.census.gov/population/www/cen2010 dex.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

•2006-2009 Annual Population Estimates •2004-2008 Nonemployer Statistics



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





- 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







Your path to 2010 Census data

Everything you wanted to know about the 2010 Census





For More Information

Media: Public Information Office

301-763-3691/3030

Public: Customer Service Center

301-763-4636

FAQs: http://ask.census.gov

