

Review of Changes to the American FactFinder and census.gov Websites

The screenshot shows the United States Census Bureau homepage. The browser title is "Census Bureau Homepage - Windows Internet Explorer" and the address bar shows "http://www.census.gov/#panel-5". The page features a navigation menu with "People", "Business", "Geography", "Data", "Research", and "Newsroom". A main section titled "U.S. Census Bureau Economic Indicators" displays the following data:

Indicator	Value	Change
New Residential Construction April 2012 Report Released 8:30 AM EDT, 5/16/12	717,000 Housing starts	2.6% ↑
Business Inventories March 2012 Report Released 10:00 AM EDT, 5/15/12	\$1,580.2 B	0.3% ↑
Advance Monthly Retail Sales April 2012 Report Released 8:30 AM EDT, 5/15/12	\$408.0 B	0.1% ↑
International Trade March 2012 Report Released 8:30 AM EDT, 5/10/12	\$51.8 B Trade Deficit	14.1% ↑

Other sections include "Target and the American Community Survey", "QuickFacts", "Census News" (with a link to "Census Bureau Releases Estimates of Undercount and Overcount in the 2010 Census"), and a "Stat of the Day" for "Foreign-Born Households". A red callout box says "We changed our homepage Tell us what you think".

The screenshot shows the American FactFinder website interface. It features a search bar, navigation tabs for "QUICK START", "DATA FINDER", and "DOWNLOAD CENTER", and a "NEWS AND NOTES" section. A "Data Finder" section includes a map of the United States and a search box. A "Download Center" section offers options to download large amounts of data. A "Stat of the Day" section highlights "Foreign-Born Households". A "Help Us Get Started" section provides guidance for new users. A "Links" section includes a link to the "American FactFinder Data Release Schedule".

American FactFinder (AFF) Enhancements

- I'm there @ AFF but I can't find what I'm need



New Enhancements Released 4/2012

U.S. Census Bureau

AMERICAN FactFinder

Feedback FAQs Glossary Help

MAIN SEARCH WHAT WE PROVIDE USING FACTFINDER English Español

Your Selections
'Your Selections' is empty

Search using the options below:

Topics
(age, income, year, dataset, ...)

Geographies
(states, counties, places, ...)

Race and Ethnic Groups
(race, ancestry, tribe)

Industry Codes
(NAICS industry, ...)

Quick Facts
Quick, easy access to facts about people, business, and geography.
Select the U.S. or a state to begin:
United States GO

Your source for population, housing, economic, and geographic information

Quick Start
Enter search term(s) and click 'GO' ?
topic or table name for state, county or place (optional)
GO
 topics race/ancestry industries
Or use the options on the left to begin your search

Address Search
Find Census data by entering a street address.

News and Notes GET EMAIL UPDATES
Apr 26, 2012
The Census Bureau is releasing Summary File 2 data on a state-by-state flow basis from December 2011 through April 2012. Data have been released for all States, including the District of Columbia and Puerto Rico. The SF 2 national level detailed tables and quick tables also have been released. National level geographic comparison tables will be released at a later date. SF 2 provides detailed data on age, sex, households, families, the group quarters population, and occupied housing units for up to 331 race, Hispanic or Latino origin, and tribal population groups. Presentation of SF 2 tables for population groups is subject to a threshold of 400 persons, except for ...

Reference Maps
Reference Maps show selected geographic boundaries for an area along with orienting features, such as roads.



4/2012 Release Highlights

- ✓ Modified the Geographic Overlay to include a "List/Popular Tab" that will organize the most popular geographies in a hierarchical fashion.
- ✓ Provided quick links on the AFF Main Page to the FTP site.
- ✓ Provided a popular searches component to allow users to quickly access frequently requested data on AFF.
- ✓ Provided an easier way to access Data Profiles and other commonly requested data.

Added More Search Components and Navigational Links

The screenshot displays the American FactFinder website interface. At the top, the U.S. Census Bureau logo is visible. Below it, the 'AMERICAN FactFinder' logo is prominently displayed. A navigation bar includes links for 'MAIN', 'SEARCH', 'WHAT WE PROVIDE', and 'USING FACTFINDER'. On the right side of the navigation bar, there are links for 'Feedback', 'FAQs', 'Glossary', and 'Help', along with language options for 'English' and 'Español'.

The main content area is divided into several sections:

- Your Selections:** A section indicating that no selections have been made.
- Search using the options below:** A section with dropdown menus for 'Topics', 'Geographies', 'Race and Ethnic Groups', and 'Industry Codes'.
- Quick Start:** A search form with fields for 'topic or table name' and 'state, county or place (optional)', a 'GO' button, and radio buttons for 'topics', 'race/ancestry', and 'industries'.
- Address Search:** A section for finding census data by street address.
- Quick Facts:** A section providing quick access to facts about people, business, and geography, with a dropdown for 'United States' and a 'GO' button.
- Popular Searches:** A list of popular search topics including 'Decennial Census', 'Population', 'Poverty', 'Housing', and 'Income'.
- News and Notes:** A section with a 'GET EMAIL UPDATES' button and a list of news items, including one from Feb 08, 2010, and another from Jan 25, 2010.
- Getting Detailed Data:** A section listing available data sources such as 'Decennial Census', 'American Community Survey', and 'Puerto Rico Community Survey'.
- Reference Maps:** A section for viewing reference maps, with a dropdown for 'United States' and a 'GO' button.
- Load Query:** A section for restoring a previously saved query, with a 'LOAD QUERY' button.

Two red boxes highlight specific areas: one around the 'Quick Facts' section and another around the 'Address Search' section, which contains links to the 'Data Release Schedule' and 'Census Bureau's FTP Site'.

Added New Component to Spotlight Data Profiles

The screenshot shows the U.S. Census Bureau FactFinder interface. The top navigation bar includes 'U.S. Census Bureau' and 'AMERICAN FactFinder'. The main navigation menu has 'MAIN', 'SEARCH', 'WHAT WE PROVIDE', and 'USING FACTFINDER'. The 'SEARCH' button is highlighted. On the right, there are links for 'Feedback', 'FAQs', 'Glossary', and 'Help'.

The search results page features a sidebar on the left with 'Your Selections' (State: Alabama) and 'Search using the options below:' (Topics, Geographies, Race and Ethnic Groups, Industry Codes). The main content area is titled 'Community Facts' and is highlighted with a red box. It lists various data categories for Alabama, including '2010 Census', 'American Community Survey', 'Population Estimates', and 'Economic Census'. Below this, it shows 'Search Results: 1-25 of 15,470 tables and other products match "Your Selections"'. The results table includes columns for ID, Table, File or Document Title, Dataset, and About.

ID	Table, File or Document Title	Dataset	About
DP02	SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES	2010 ACS 1-year estimates	

Simplified Geography Selection

The screenshot displays the American FactFinder search interface. At the top, the U.S. Census Bureau logo is on the left, and the American FactFinder logo is on the right. A navigation bar contains links for MAIN, SEARCH, WHAT WE PROVIDE, and USING FACTFINDER. On the far right of the navigation bar are links for Feedback, FAQs, Glossary, and Help.

The main content area features a search instruction: "Search - Use the options on the left (topics, geographies, ...) to narrow your search results". Below this, there are four selection categories on the left: Topics (age, income, year, dataset, ...), Geographies (states, counties, places, ...), Race and Ethnic Groups (race, ancestry, tribe), and Industry Codes (NAICS industry, ...).

The "Your Selections" box is currently empty. The "Search Results" section includes a search bar with the placeholder text "Enter a topic, keyword or table ID" and a "GO" button. Above the search bar are icons for View, Download, Compare, and Clear All, along with a help icon.

A red-bordered dialog box titled "Select Geographies" is overlaid on the page. It has a "CLOSE X" button in the top right corner. The dialog box contains the following elements:

- Four tabs: Popular, Search, Address, and Map.
- A heading: "Select geographies to add to 'Your Selections' ?"
- A step indicator: "1. Select a geographic type:" followed by a dropdown menu currently set to ".... Place".
- A step indicator: "2. Select a state:" followed by a dropdown menu currently set to "Pennsylvania".
- A step indicator: "3. Select one or more geographic areas and click Add to Your Selections:" followed by a list box containing the following items: "All Places in Pennsylvania", "Aaronsburg CDP", "Abbottstown borough", "Adamsburg borough", "Adamstown borough", "Adamsville CDP", "Addison borough", "Akron borough", "Alba borough", and "Albion borough".
- An "ADD TO YOUR SELECTIONS" button at the bottom.
- A note at the bottom: "Note: If you don't see the geography type you're looking for, use the other geography selection methods (Name, Address, or Map)."