

# Updates to American FactFinder

May / June 2013

## Community Facts

- A new “Population (Latest Estimate)” tab is now available in Community Facts
- The most recent tab viewed is displayed when returning to Community Facts after selecting one of the “Popular Table” links
- A link to Guided Search has been added below the table links

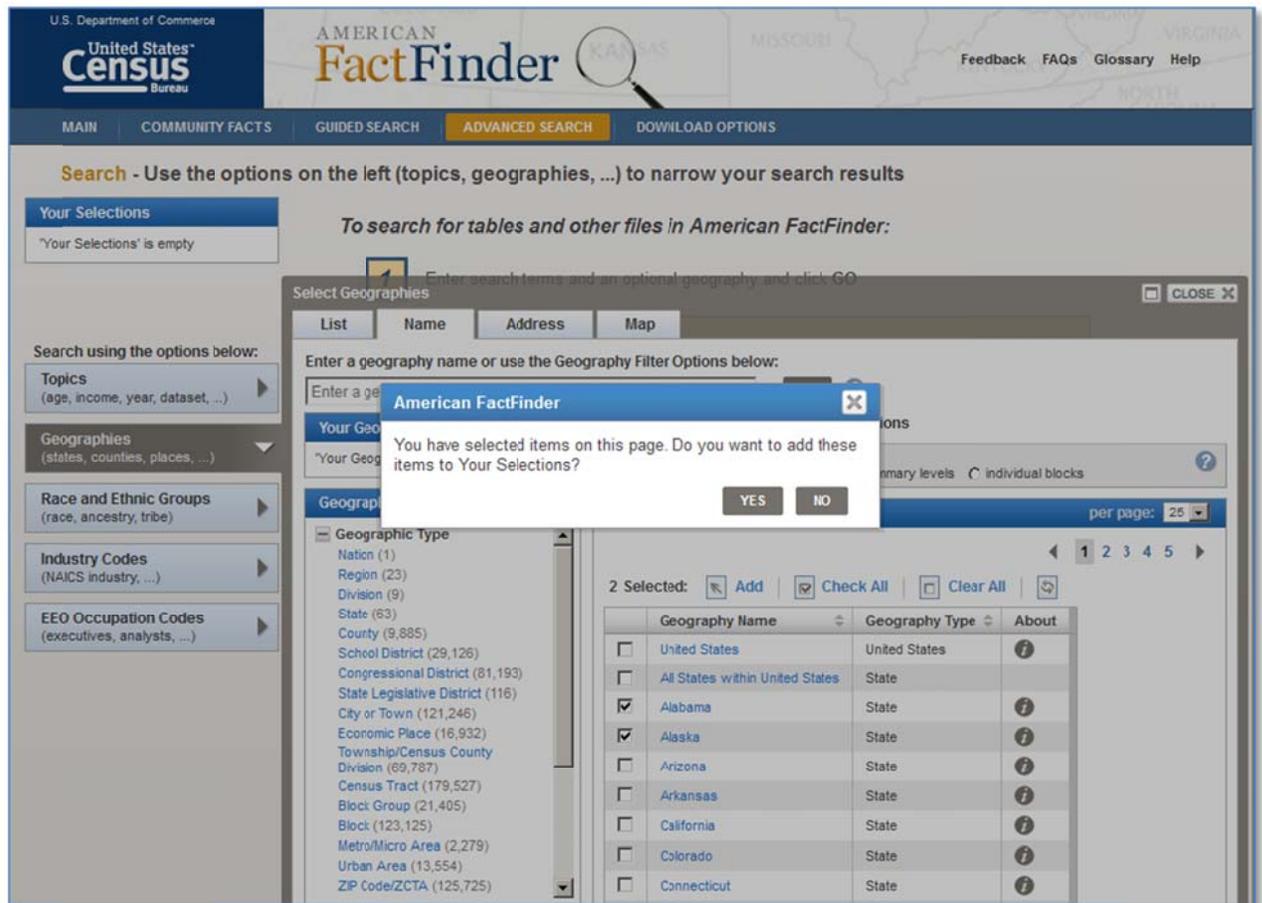
The screenshot shows the American FactFinder website interface. At the top, there is a navigation bar with the United States Census Bureau logo and the 'AMERICAN FactFinder' title. Below this is a secondary navigation bar with tabs for 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH', 'ADVANCED SEARCH', and 'DOWNLOAD OPTIONS'. The main content area is titled 'Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community.' It features a search input field with a 'GO' button. On the left side, there is a vertical menu of categories: 'Population (2010 Census)', 'Population (Latest Estimate)', 'Age', 'Business and Industry', 'Education', 'Housing', 'Income', 'Origins and Language', 'Poverty', and 'Veterans'. The 'Population (Latest Estimate)' category is selected, and the results for 'Springfield city, Ohio' are displayed. The results show a '2011 Population Estimate (as of July 1, 2011)' of 60,333, with a source note 'Source: 2011 Population Estimates'. Below this, there is a section titled 'Popular tables for this geography:' which lists several data tables from the 2010 Census, American Community Survey, Population Estimates Program, and Economic Census. A final note at the bottom suggests using Guided Search or Advanced Search for more information.

## Advanced Search

- The number of geographic types available in the “most requested geographic types” of the List tab has been increased. This enhancement is also available when using Guided Search.

The screenshot displays the American FactFinder website's Advanced Search page. The page header includes the U.S. Department of Commerce logo, the United States Census Bureau logo, and the American FactFinder logo. The navigation bar contains links for MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH (highlighted), and DOWNLOAD OPTIONS. The main content area features a search instruction: "Search - Use the options on the left (topics, geographies, ...) to narrow your search results". On the left, there are several filter categories: "Your Selections" (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, ...), and "EEO Occupation Codes" (executives, analysts, ...). A modal window titled "Select Geographies" is open, showing a search input field with the text "Enter search terms and an optional geography and click GO". Below the input field are tabs for "List", "Name", "Address", and "Map". The "List" tab is active, displaying a list of geographic types under the heading "Select geographies to add to Your Selections". The list includes options like "United States - 010", "Region - 020", "Division - 030", "State - 040", "County - 050", "County Subdivision - 060", "Census Tract - 140", "Equal Employment Opportunity County Set - 902", "Place - 160", "Estimates Universe Place - 162", "Economic Place - E60", "County (or part) - E65", "Consolidated City - 170", "Place within Consolidated City (or part) - 172", "Congressional District - 500", "School District (Elementary)/Remainder - 950", "School District (Secondary)/Remainder - 960", "School District (Unified)/Remainder - 970", and "Metropolitan Statistical Area/Micropolitan Statistical Area (or part) - 320". The "Place within Consolidated City (or part) - 172" option is currently selected. The modal window also includes a "CLOSE X" button in the top right corner.

- A pop-up message has been added to inform users when they have checked items and try to navigate to another page before adding these items to “Your Selections”



## Guided Search

- The Previous, Next, and Cancel buttons have been moved below the 'Your Selections' box to reduce the need for scrolling

The screenshot shows the American FactFinder website's Guided Search interface. At the top, there is a navigation bar with the United States Census Bureau logo and the text 'AMERICAN FactFinder'. Below this is a secondary navigation bar with tabs for 'MAIN', 'COMMUNITY FACTS', 'GUIDED SEARCH' (which is highlighted), 'ADVANCED SEARCH', and 'DOWNLOAD OPTIONS'. The main content area is titled 'Guided Search - Step-by-step access to Census Information' and includes a breadcrumb trail: '1 Start', '2 Topics', '3 Geographies', '4 Race/Ethnic Groups', '5 Search Results', and '6 Table Viewer'. The '2 Topics' step is active. A blue circle icon is next to the instruction: 'Select the topic(s) you're interested in. Click **Next**'. Below this, a note states: 'You can select one or more topics to add to Your Selections. As you add and remove topics, the number of tables matching Your Selections is updated.' On the left, a list of topics is shown under the heading 'People'. The topics are: Basic Count/Estimate, Age & Sex, Age Group, Disability, Education (with sub-items: Educational Attainment (226), School Type (146), Vocational Training (8)), Employment, Income & Earnings, Insurance Coverage, Language, Marital & Fertility Status, Origins, Population Change, Poverty, Race & Ethnicity, Relationship, and Veterans. On the right, a box titled 'Your Selections' shows 'Search using...' with 'People: Education' and 'School Enrollment' selected. Below this, it says 'Tables matching your selections: 690'. At the bottom of the 'Your Selections' box, there are three buttons: 'PREVIOUS', 'NEXT', and 'CANCEL'.

## Overall Maintenance of the Site

There were several defects resolved with the goal of improving the user experience, data correctness, and data accessibility. These include defects such as:

- Correcting typos, missing translations on the Spanish version of American FactFinder, adding missing labels, help or tutorials, and ordering of results
- Updating the geographical labeling and roll-up
- Providing better access to data via bookmarks, deep links and the download function
- Improving text searches querying response times