



New Look, New Tools, Easier Access

A new look with improved functionality is coming to American FactFinder, the Census Bureau's online tool for accessing a wide variety of population, economic, geographic, and housing information about the United States.

Available January 2011:

- Searches using any of the following:
 - Topics
 - Geographies
 - Population groups
 - Industry codes
- Fast search results
- Enhanced table manipulations
- Advanced mapping capabilities

The screenshot shows the American FactFinder website interface. At the top, it says "U.S. Census Bureau" and "AMERICAN FactFinder". Below this is a navigation bar with "HOME", "SEARCH", "WHAT WE PROVIDE", and "USING FACTFINDER". There are also links for "Feedback", "FAQs", "Glossary", and "Help".

The main content area is divided into several sections:

- Your Selections:** A dropdown menu for "Topics" and a "Load Query" button.
- Quick Start:** A search box with "Enter search term(s) and click 'GO'", a "GO" button, and radio buttons for "topic", "population groups", and "industries".
- Data Available on Legacy American FactFinder:** Information about data from the 2007 Economic Census and the 2009 American Community Survey.
- Geographies (States, Counties, Places, ...):** A dropdown menu.
- Population Groups (Race, Ancestry, ...):** A dropdown menu.
- Industry Codes (NAICS, ...):** A dropdown menu.
- U.S. Population Clock:** Shows "21:27 UTC (EST-4) Jan 25, 2009" and "308,554,629" with a "more population clocks" link.
- Reference Maps:** A link to "Reference Maps show geographic boundaries and identify features for all areas" with a "GO" button.
- Address Search:** A link to "Find Census data by entering a street address" with a magnifying glass icon.
- Did you know?:** A link to "There are 3,140 counties and county equivalents in the United States."

At the bottom, it says "USCENSUSBUREAU Making Your Make Informed Decisions" and "Privacy Policy | 2010 Census | Data Tools | Information Quality | Product Catalog | Contact Us | Home".

factfinder.census.gov

American FactFinder provides quick access to data from the Decennial Census, American Community Survey, Puerto Rico Community Survey, Population Estimates Program, Economic Census, and Annual Economic Surveys.

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Helping You Make Informed Decisions

New Table and Mapping Features Available January 2011

Table Features:

- Customize table views
- Sort and filter columns of a table
- Transpose rows and columns
- Save customized tables

Mapping Features:

- Select geographies from the map
- Create maps from a table
- Place labels and markers on maps
- Download maps as PDFs

Preview the new American FactFinder in the fall of 2010, and subscribe to get the latest updates at factfinder.census.gov.

The screenshot displays the American FactFinder interface. At the top, there are navigation links: MAIN, SEARCH, WHAT WE PROVIDE, and USING FACTFINDER. Below this is a 'Results' section with the instruction: 'Click "Back to Search" to select other tables or geographies.' A 'BACK TO SEARCH' button is visible. The main content area shows the table ID 'C06903' and the title 'Place of Birth by Sex in the United States Universe: Total Population in the United States 2005-2007 American Community Survey 3-Year Estimates'. There are tabs for 'Table View' and 'Map View'. Below the tabs are action buttons: 'Modify Table', 'Bookmark', 'Download', and 'Create a Thematic Map'. A 'View Table Notes' link is also present. The table below has columns for 'Alabama', 'Florida', 'Georgia', and 'South Carolina', each with sub-columns for 'Estimate' and 'Margin of Error'. The table data is as follows:

	Alabama	Florida	Georgia	South Carolina				
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total	4,585,900	****	10,014,927	****	9,331,515	****	4,330,933	****
Male	2,218,544	+/-1,879	8,841,365	+/-2,036	4,587,496	+/-2,841	2,107,584	+/-1,360
Female	2,367,356	+/-1,879	9,173,562	+/-2,035	4,744,029	+/-2,841	2,223,349	+/-1,360
Born in state of residence:	3,261,251	+/-32,008	6,058,029	+/-22,048	5,218,892	+/-17,841	2,631,804	+/-11,997
Male								
Born in other state in the United States								
State								
Female								
Native; born outside the United States								
Male								
Female								
Foreign born								

Source: U.S. Census Bureau, 2005-2007

The map interface shows a 'Select Geographies' dropdown menu with 'states' selected. Below it, there are instructions: 'from the map using one of the following selection tools:'. There are three selection tools: a rectangle, a circle, and a point. A legend is visible on the left side of the map, listing 'Boundaries' (State, 2005 County, 2005 County Subdivision) and 'Features' (Major Road, Street, Stream, Waterbody). The map shows the United States with state boundaries and features. A 'Map Markers' button is at the bottom of the map interface.