



# MY CONGRESSIONAL DISTRICT

Redesigning the User Experience

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CIVIC   
DIGITAL   
FELLOWSHIP   


# DATA-DRIVEN DESIGN APPROACH

Identified user groups

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LOCAL



DDS



HILL



CONSTITUENTS

# DATA-DRIVEN DESIGN APPROACH

Identified user groups

Conducted user interviews

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*How do you use data?*

*Where do you get your data?*

*What do you do with data?*

# DATA-DRIVEN DESIGN APPROACH

Identified user groups

Conducted user interviews

Analyzed Metrics

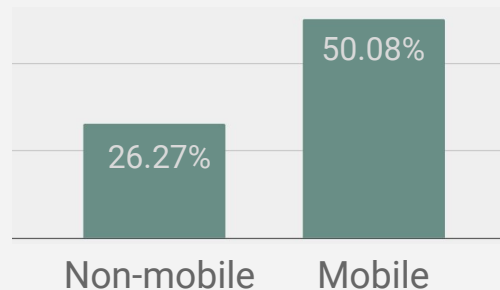
**1 in 5**

visits from a  
mobile device



June 2016 - 2017

**Bounce Rates**



Users are **2x** as likely to **bounce** on **mobile**

# DATA-DRIVEN DESIGN APPROACH

Identified user groups

Conducted user interviews

Analyzed Metrics

Synthesized Data

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*Can I **DOWNLOAD** info on my congressional dis*  
*FONT SIZE IS TOO SMALL FOR **PRINT** OUT. I w*  
*ce to know what the term "Public Coverage"*  
*means... I'd like to see added how figures provi*  
*ed **COMPARE** regionally and nationally. Is th*  
*ol to see data from **PAST** congressional distr*

# DATA-DRIVEN DESIGN APPROACH

Identified user groups

Conducted user interviews

Analyzed Metrics

Synthesized Data

Informed Design Decisions





**115th Congress**

## My Congressional District

Tell us what you think

1 Select a State

2



People Workers Housing Socio-Economic Education Business

My Congressional District gives you quick and easy access to selected statistics collected by the U.S. Census Bureau through the [American Community Survey \(ACS\)](#) and [County Business Patterns \(CBP\)](#). The ACS provides detailed demographic, social, economic, and housing statistics every year for the nation's communities. CBP provides annual statistics for businesses with paid employees at a detailed geography and industry level. My Congressional District is powered by ACS and CBP data through the [Census Application Programming Interface \(API\)](#).

Sources: 2015 American Community Survey 1-Year Estimates and 2015 County Business Patterns

Need help finding your Congressional District?

Enter ZIP code  [GO](#)

Window opens in new tab.

**United States<sup>™</sup>  
Census  
Bureau**

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](#)

POWERED BY  
The **American Community Survey** and **County Business Patterns**

Current Version from [census.gov/mycd](https://census.gov/mycd)



**115th Congress**

## My Congressional District

**1** ✓ Select a State

**2**

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York

**People** **Workers** **Housing** **Socio-Economic** **Education** **Business**


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**Sources: 2015 American Community Survey 1-Year Estimates and 2015 County Business Patterns**

**County Business Patterns**

Current Version from [census.gov/mycd](https://census.gov/mycd)





**115th Congress**

## My Congressional District

Tell us what you think

1 New York

2 ✓ Select a District


- Congressional District 1
- Congressional District 2
- Congressional District 3
- Congressional District 4
- Congressional District 5
- Congressional District 6
- Congressional District 7
- Congressional District 8
- Congressional District 9
- Congressional District 10
- Congressional District 11
- Congressional District 12
- Congressional District 13
- Congressional District 14
- Congressional District 15
- Congressional District 16
- Congressional District 17**
- Congressional District 18
- Congressional District 19
- Congressional District 20
- Congressional District 21
- Congressional District 22
- Congressional District 23
- Congressional District 24
- Congressional District 25
- Congressional District 26
- Congressional District 27

People Workers Housing Socio-Economic Education Business

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County Business Patterns



115th Congress

## My Congressional District

Tell us what you think

1 New York

2 Congressional District 17

People

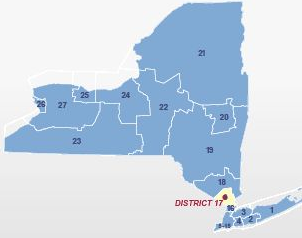
Workers

Housing

Socio-Economic

Education

Business



DISTRICT 17

Need help finding your Congressional District?

Enter ZIP code  [GO](#)


Window opens in new tab.

### Congressional District 17, New York

Source: 2015 American Community Survey 1-Year Estimates

Sex and Age	Estimate
Total population	742,551
Male	365,104
Female	377,447
Under 5 years	46,241
5 to 9 years	49,458
10 to 14 years	52,413
15 to 19 years	51,770
20 to 24 years	48,041
25 to 34 years	86,963
35 to 44 years	88,483
45 to 54 years	106,456
55 to 59 years	54,649
60 to 64 years	44,745
65 to 74 years	61,095
75 to 84 years	34,547
85 years and over	17,690


☐ Display ACS Margin of Error

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United States Census Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
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**115th Congress**

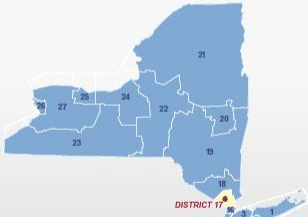
## My Congressional District

Tell us what you think

1 New York

2 Congressional District 17

People Workers Housing Socio-Economic Education Business




DISTRICT 17

**Congressional District 17, New York**  
Source: 2015 American Community Survey 1-Year Estimates

Employment Status	Estimate
Population 16 years and over	581,668
In labor force	384,800
Civilian labor force	384,646
Employed	361,090
Unemployed	23,556
Armed Forces	154
Not in labor force	196,868
Civilian labor force	384,646
Unemployment Rate	6.1%

Commuting to Work	Estimate
Workers 16 years and over	353,571
Car, truck, or van -- drove alone	232,880
Car, truck, or van -- carpooled	33,318
Public transportation (excluding taxicab)	46,051
Walked	17,761

☐ Display ACS Margin of Error

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**115th Congress**

## My Congressional District

1 New York

2 Congressional District 17

People

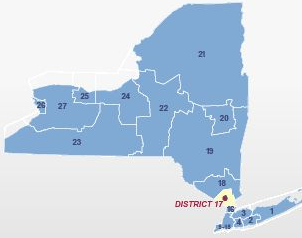
Workers

**Housing**

Socio-Economic

Education

Business



DISTRICT 17

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Enter ZIP code  **GO**


Window opens in new tab.

**Congressional District 17, New York**

Source: 2015 American Community Survey 1-Year Estimates

	Estimate
<b>Housing Occupancy</b>	
Total housing units	262,202
Occupied housing units	245,245
Vacant housing units	16,957
Homeowner vacancy rate	2.4%
Rental vacancy rate	3.3%
<b>Housing Tenure</b>	
Occupied housing units	245,245
Owner-occupied	160,460
Renter-occupied	84,785
Average household size of owner-occupied unit	2.99
Average household size of renter-occupied unit	2.84
<b>Year Householder Moved into Unit</b>	
Occupied housing units	245,245
Moved in 2015 or later	11,738
Moved in 2010 to 2014	73,061

☐ Display ACS Margin of Error

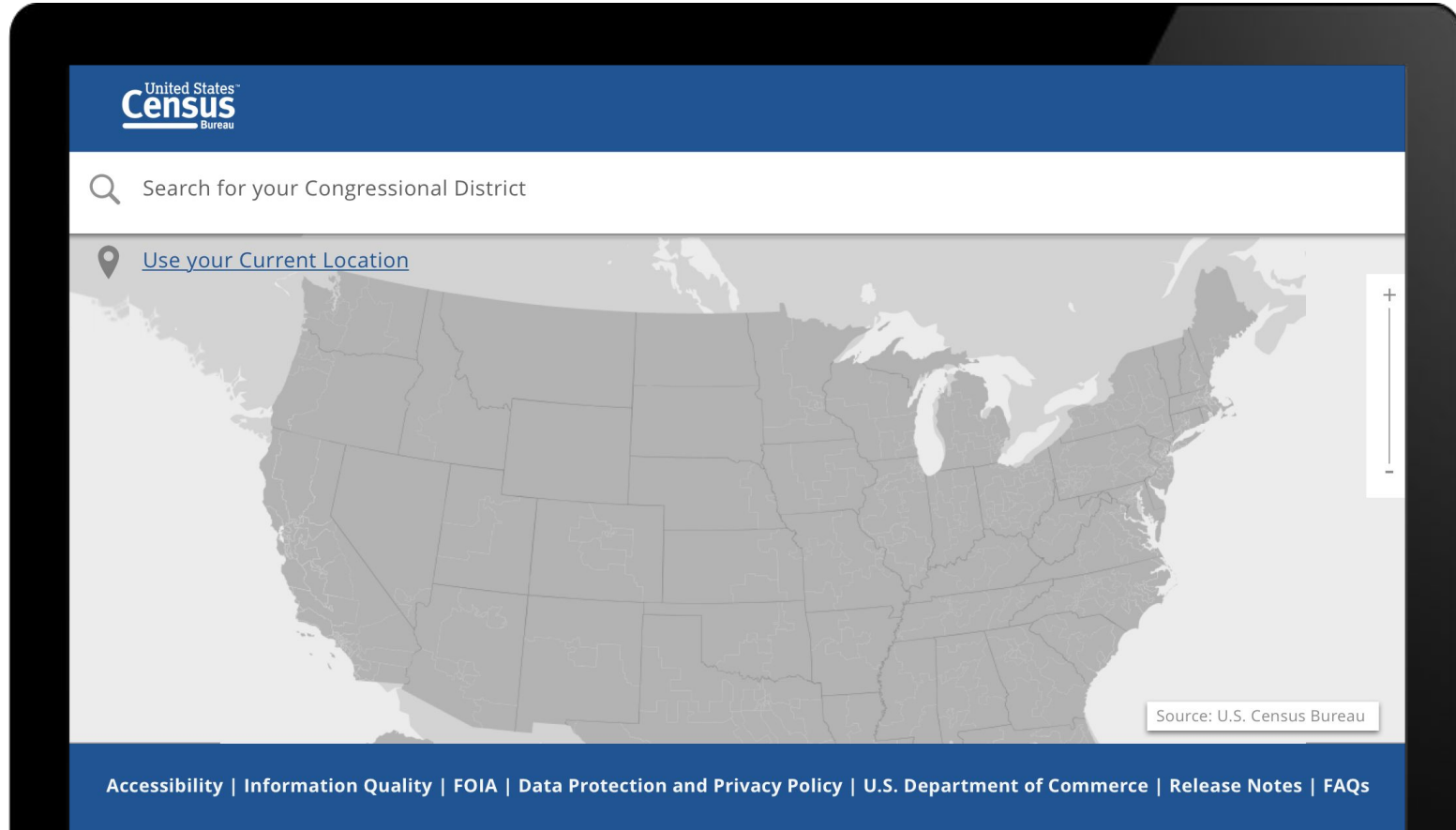
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## Intuitive, Geographically-Focused Interface.



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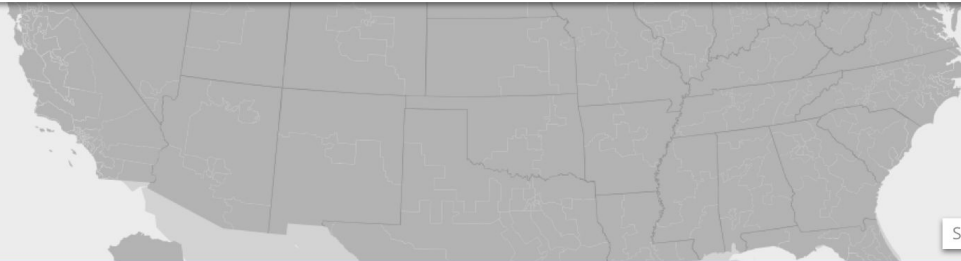


New York

Congressional District 17, New York

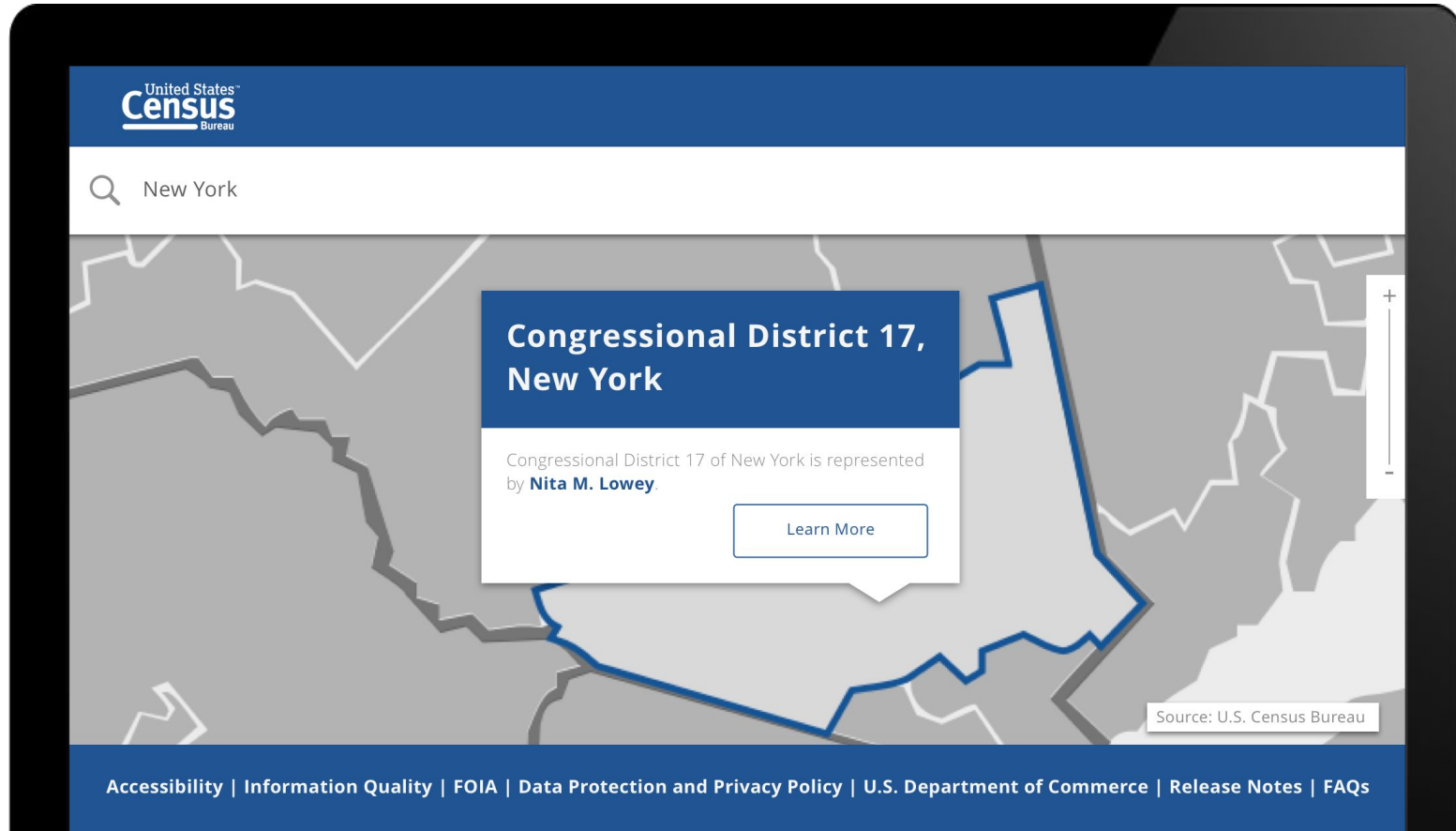
Congressional District 16, New York

Congressional District 15, New York



Source: U.S. Census Bureau

Intuitive, Geographically-Focused Interface.



# Comprehensive Profile View of Congressional Districts

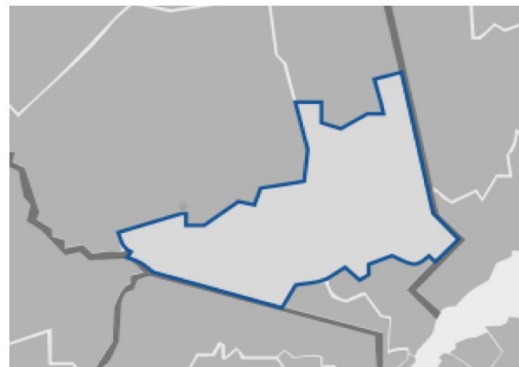


🔍 New York Congressional District 17

## Congressional District 17, New York

### Representation

Congressional District 17 of New York is represented by **Nita M. Lowey**.



Download

Print



**742,551**

POPULATION



**\$66,262**

MEDIAN HOUSEHOLD INCOME



**11.2%**

POVERTY RATE



**60.7%**

EMPLOYMENT RATE



**37.0%**

BACHELOR'S DEGREE OR HIGHER

People

Workers

Housing

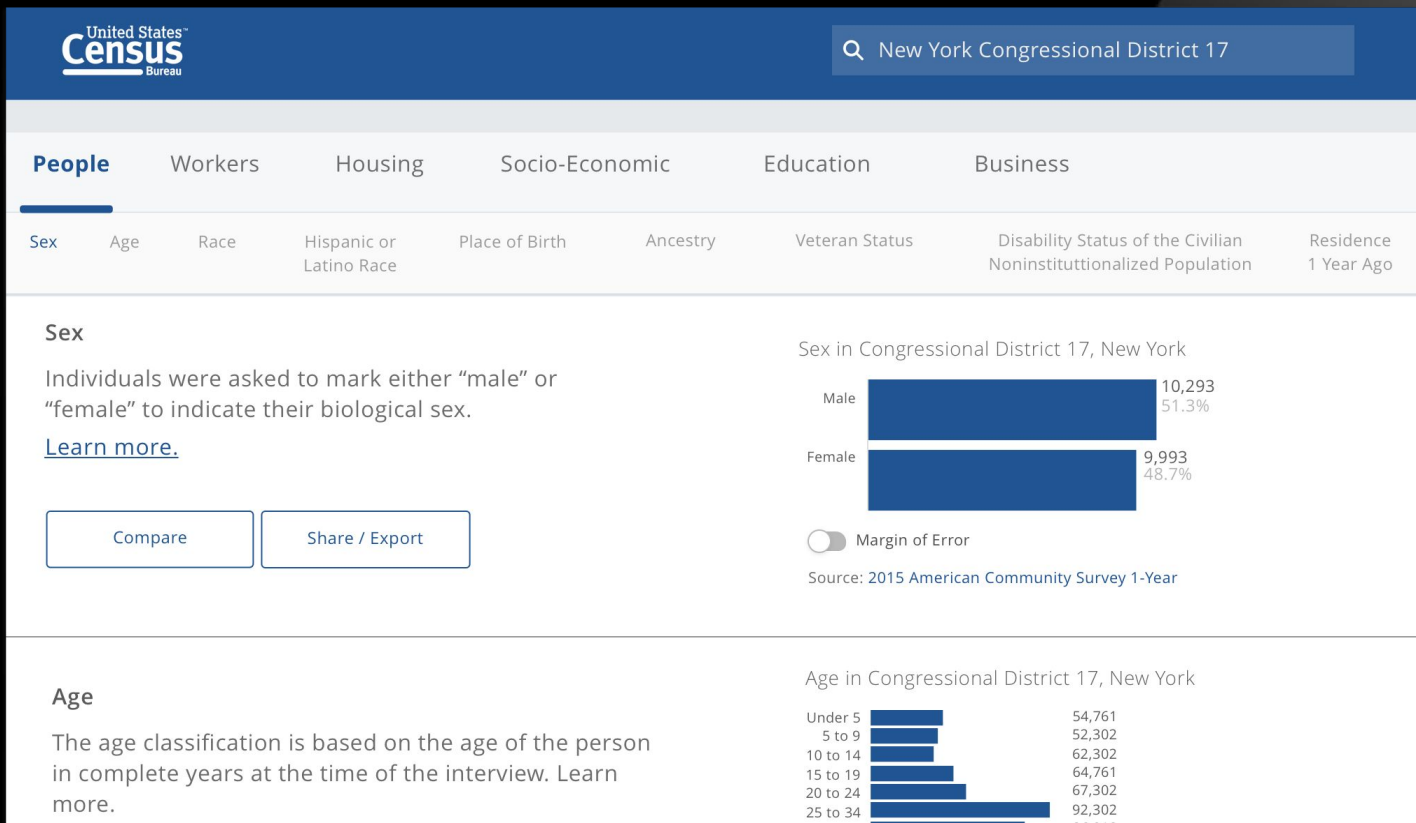
Socio-Economic

Education

Business



# Comprehensive Profile View of Congressional Districts



# Comprehensive Profile View of Congressional Districts

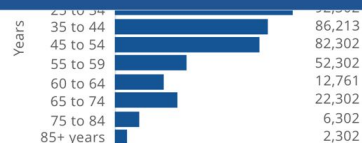


 New York Congressional District 17

The age classification is based on the age of the person in complete years at the time of the interview. [Learn more.](#)

Compare

Share / Export



☐ Margin of Error

Source: 2015 American Community Survey 1-Year

## Explore More

### Surrounding Congressional Districts

Congressional District 16, New York

Congressional District 15, New York

Congressional District 14, New York

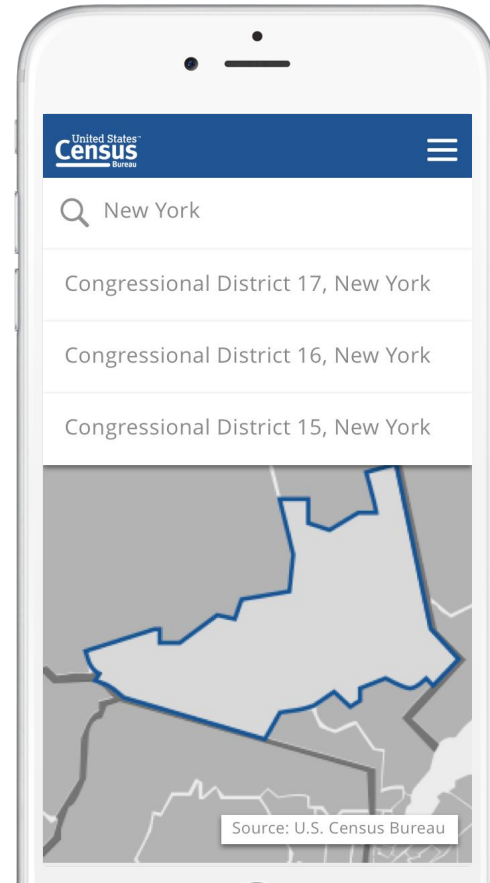
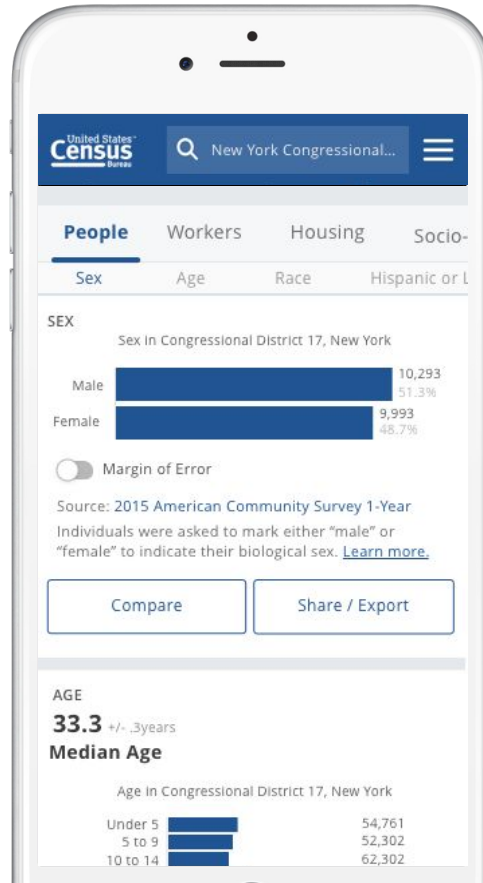
### Trending

Congressional District 11, New York

Congressional District 15, New York

Congressional District 14, New York

Designed with a mobile-first approach.



Thank you.