

# DATA.CENSUS.GOV DEEP LINKING GUIDE

## Census Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

Version 2.0

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## Document Revision History

Version	Date	Revision Description	Section	Author
1.0	01/29/2020	Initial Public Release	All	CED DRUA
2.0	12/14/2020	URL Formatting Update	1,2,3,4,5,6, Appendix A	CED DRUA

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## **1 Purpose**

The data.census.gov platform utilizes Uniform Resource Locators (URLs) to store information about the data being displayed. As a user creates searches, views results, and customizes tables or maps, these interactions are captured in the URL. As a result, users may save these URLs and use them to easily share information.

The purpose of this document is to demonstrate how a deep link URL may be built using the site parameters. This document should enable the construction of a deep link by any user. Using this guide, users will gain an understanding of how data.census.gov URLs are constructed, the meaning of each parameter, and of how to combine any number of these discrete parameters available to generate valid URLs.

## 2 Understanding the data.census.gov URL format

The URL for information on data.census.gov always begins with the landing page address (<https://data.census.gov/cedsci/>). The parameters added after this address are based on the search criteria entered by a user, or the changes made by a user to what data is displayed (for example selecting specific years for a table). This allows an end user to reuse that updated URL for deep linking directly to a customized table or map by making changes to the URL for the results returned from an initial query.

These parameters are classified into two groups:

1. Global parameters, which are used for all URL types regardless of page or component
2. Specific parameters, which are used by only a few pages or components, for example parameters for Maps and Table results pages

The available values for a given parameter can vary greatly depending on the circumstances in which it is selected. For example, if the survey (d=) parameter references the Decennial Census, certain values for years (y=) will be unavailable, since Decennial tables only cover certain years. The data.census.gov [advanced search](#) functionality provides a powerful tool for exploring URL parameters, available values, and the interactions between different parameter combinations.

**Note:** To effectively deep link in data.census.gov, certain special characters must be appropriately encoded when used in the URL. Section 2.3 provides information on how to correctly encode special characters.

### 2.1 Global URL Parameters

Global URL Parameters can be used in any section or page in data.census.gov. (i.e. Tables, Maps). Table 1 explains the parameters of a data.census.gov URL for both searches and results.

Note that when multiple parameters are included in a URL, only the first parameter utilizes a question mark as a separator. All subsequent parameters are separated by an ampersand (&).

In the example below, the geography selection is expressed by **?g=** with a question mark separating it from the first parameter. By contrast, the topic is expressed by **&t=**, with an ampersand separating it from the second parameter.

<https://data.census.gov/cedsci/all?g=0400000US24&t=Populations%20and%20People>

**Table 1 - Global URL Parameters**

**DATA.CENSUS.GOV DEEP LINKING GUIDE**  
**Census Enterprise Dissemination Services and Consumer Innovation (CEDSCI)**

<b>Parameter</b>	<b>Meaning</b>	<b>Example</b>
<b>/all?</b>	Default parameter for search results. When inserted, all result types (maps, tables, and pages) are displayed	https://data.census.gov/cedsci/all?
<b>/map?</b>	When inserted following the base URL, displays map results instead of all results	https://data.census.gov/cedsci/map?
<b>/table?</b>	When inserted following the base URL, displays table results instead of all results	https://data.census.gov/cedsci/table?
<b>/webpages?</b>	When inserted following the base URL, displayed web page results instead of all results	
<b>text=</b>	Text entered in first search box under the advanced search heading	text=DPO5
<b>q=</b>	The text typed into the single search bar	q=income (see section 2.3 for information on how to handle spaces in text searches)
<b>t=</b>	Topics from the filter panel or from Advanced Search	t=poverty
<b>g=</b>	Geographies, represented with GEOIDs	g=0400000US24 (see section 2.1.1 for detailed explanation)
<b>y=</b>	Year	y=2017
<b>d=</b>	Dataset  Allows for the input of plain text survey names into the URL  Note: Entry must utilize URL Encoded Values for special characters. See Section 2.3 for more information	d=DEC%20Summary%20File%201  The above example provides a properly formatted parameter for DEC Summary File 1
<b>n=</b>	<a href="#">North American Industry Classification System</a> (NAICS) Code(s)	n=5312

Parameter	Meaning	Example
<b>p=</b>	Product/Service Code(s)	p=10113
<b>matfuel=</b>	Material/Fuel Code(s)	matfuel=00971000
<b>napcs=</b>	<a href="#">North American Product Classification System</a> (NAPCS) Code(s)	napcs=4000025000
<b>comm=</b>	<a href="#">Commodity Flow Survey</a> (CFS) Code(s)	comm=0413
<b>tid=</b>	Table ID, containing information on the product and the table displayed.  Format: [ProductName].[TableID]	tid=ACSST1Y2017.S1701  In this example tid references table S1701, for the 2017 ACS 1-Year Estimates Subject Table (ACSST1Y2017)

### 2.1.1 Geo IDs and Collections Explained

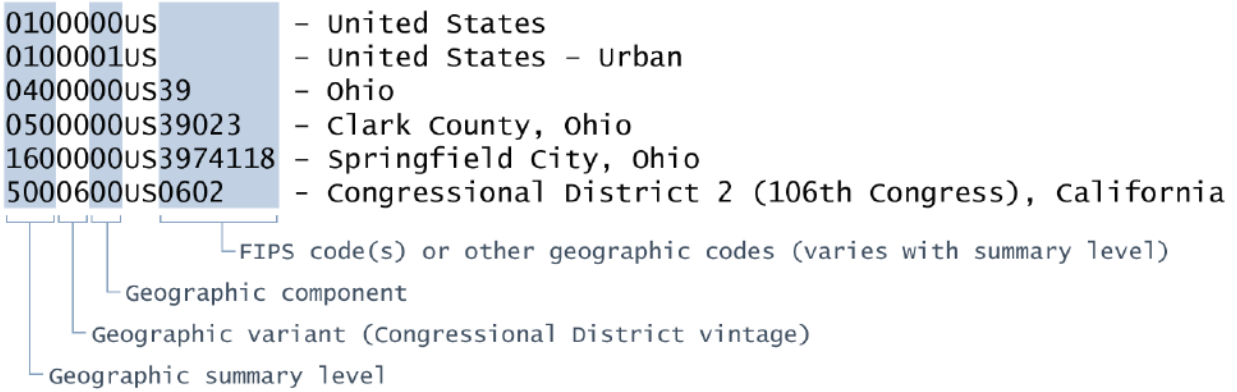
Geographic identifiers (GEOIDs) are utilized to narrow a search to a specific geographic area, represented by a unique identifier. GEOIDs are numeric codes that uniquely identify all administrative/legal and statistical geographic areas for which the Census Bureau tabulates data. From Alaska, the largest state, to the smallest census block in New York City, every geographic area has a unique GEOID.

Detailed information on GEOIDs can be found on the Census website on the [Understanding Geographic Identifiers \(GEOIDs\)](#) page. For further information on Census Geographies as a whole, please see the [Guidance for Geography Users](#).

#### 2.1.1.1 Geographic IDs on data.census.gov

Census Geographic IDs contain a significant amount of information regarding the selected areas. This is reflected in the structure of the ID. Geographic IDs use are constructed as follows:

#### Figure 1 – Geographic Summary Levels



On data.census.gov, geographies are represented in the URL by the parameter **g=**

When geographies within different geographic summary levels are selected, they are divided by an underscore in the URL. Below are a few examples:

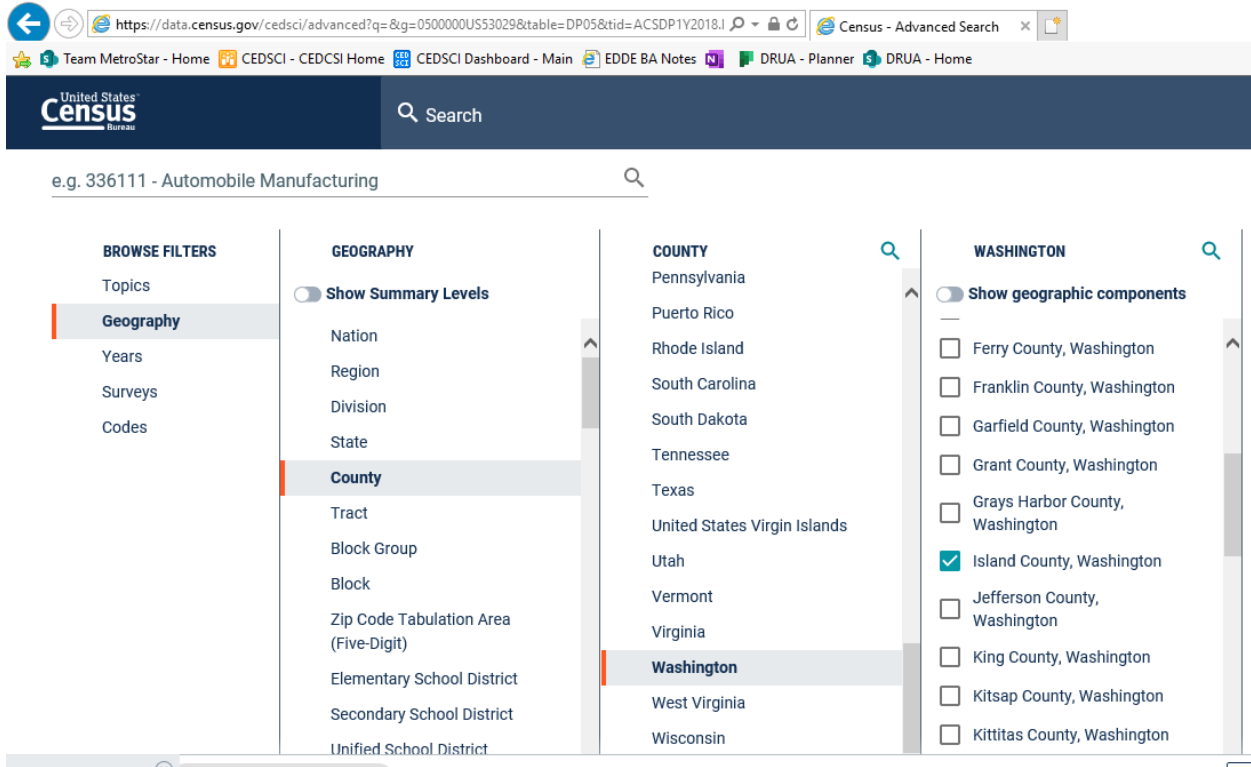
- **g=0400000US02,12\_0500000US24005** – Selecting Alaska (02) and Florida (12) within State (040) AND selecting Baltimore County, MD (24005) under Maryland within County (050)
- **g=0400000US02,12\_0500000US24005,26003** - Selecting Alaska (02) and Florida (12) within State (040) AND selecting Baltimore County, MD (24005) and Alger County, MI (26003) within County (050)

The Geographic ID for a specific location can be obtained using the [Advanced Search](#) function of data.census.gov. On the advanced search page, users may browse geographies available on the site. When a specific geography is selected, the URL updates with that geography.

For example, if Island County, WA is selected via the Advanced Search screen, the URL updates with **g=0500000US53029**, the geo ID for Island County.

**Figure 2 – Obtaining Geographic ID from Advanced Search**





### 2.1.1.2 Geography Collections on data.census.gov

Geography collections allow users to select a collection of geographies in bulk, using either a single checkbox in Advanced Search, or a single parameter within the URL. A comprehensive list of currently available collections can be found in Appendix 2 of the data.census.gov [Release Notes](#).

Within the URL, geography collections are represented by a g= parameter value combining the GeoID for the containing geography with the Geographic Summary Level of the items within the collection.

For example, All Counties in Alabama would be represented as g=0400000US01.050000 **0400000US01** is the GeoID for Alabama and **050000** indicates that all geographic ids at the county summary level should be selected within Alabama.

## 2.2 Specific URL Parameters

Specific URL Parameters are used in specified sections of data.census.gov and only apply to content in that section (e.g. Tables, Maps).

### 2.2.1 Map Specific Parameters

**Table 2 - Map Specific Parameters**

<b>Parameter</b>	<b>Meaning</b>	<b>Examples</b>
<b>layer=</b>	<p>Layer (Summary Level) - The boundaries that are shown on the map. These values also contain the vintage for the layer.</p> <p>This corresponds to the entries displayed in the <b>Geographies</b> dropdown in the map view.</p> <p>It is recommended that users utilize the Geographies dropdown on the map view to generate layer values.</p>	<p>layer=VT_2018_050_00_PY_D1</p> <p>The above example shows the value for the 2018 county level (050_00) boundaries</p> <p>layer=VT_2018_040_00_PP_D1</p> <p>The above example shows the value for the 2018 state level" (040_00) boundaries</p>
<b>cid=</b>	<p>Cell ID for selected data variable</p> <p>This corresponds to the entries in the <b>Data Variable</b> dropdown in the map view. Changing this dropdown will change the cid in the URL.</p>	<p>cid=S1501_C01_003E</p> <p>cid=S1501_C01_001E</p>
<b>palette=</b>	<p>Selected theme colors</p> <p>Available color palettes can be viewed by selecting <b>Customize Map</b> and then selecting the <b>Color Palette</b> Dropdown</p>	<p>palette=Spectral</p> <p>palette=YlOrBr</p>
<b>break=</b>	<p>Selected number of ranges to divide thematic data</p> <p>Available breaks range from 1 to 9</p>	<p>break=5</p> <p>break=6</p>
<b>classification=</b>	<p>Selected classification used to determine breaks</p> <p>Available classifications:</p> <ul style="list-style-type: none"> <li>• Natural Breaks</li> <li>• Quantile</li> <li>• Equal Interval</li> </ul>	<p>classification=Natural%20Breaks</p> <p>classification=Quantile</p> <p>classification=Equal%20Interval</p>

Parameter	Meaning	Examples
<b>mode=</b>	Type of map displayed: <ul style="list-style-type: none"> <li>• Selection – map preview with selected geographies displayed, but no table yet selected</li> <li>• Thematic – map preview with selected table and geographies displayed on the map</li> <li>• Customize – custom map view with selected geographies and table displayed and customization controls available</li> </ul>	mode=customize  <b>Note:</b> if mode= does not have a value, the customization panel will not display and instead the table results list will display next to the map
<b>vintage=</b>	Selected vintage (year) of the map boundaries displayed,  Vintage is controlled by the year of the product selected. For example, selecting 2014 ACS 5-Year estimates will select 2014 vintage geography extents and vector tiles.	vintage=2018 vintage=2014

2.2.2 Table Specific Parameters

Table 3 - Table Specific Parameters

Parameter	Meaning	Example
<b>hidePreview=</b>	On table results page, controls whether the selected table is shown in preview mode (hidePreview=false) or as a full table (hidePreview=true)	hidePreview=true hidePreview=false
<b>moe=</b>	Show or hide the <b>Margin of Error</b> columns in a table.	moe=true moe=false
<b>tp=</b>	Transpose a table from the default layout.	tp=true tp=false

### 2.2.3 Profile Page Specific Parameters

**Table 4 – Profile Page Specific Parameters**

Parameter	Meaning	Example
/profile?	<p>When inserted in conjunction with a geographic entity, this creates a URL for a Profile Page.</p> <p>At the time of publication, Geographic Profile Pages are available for the following summary levels:</p> <ul style="list-style-type: none"> <li>• Nation</li> <li>• State</li> <li>• County</li> <li>• Place</li> <li>• County Subdivision</li> </ul>	<p>profile?g=0400000US51</p> <p>profile?g=0400000US53</p>

**Note:** Currently, profile pages are only supported for geographic entities. As additional profile page types are added, additional parameters will be made available to link to them.

## 2.3 Special Characters

All parameter values must be URL encoded to work correctly in data.census.gov. The browser automatically encodes this upon a submission via data.census.gov searches (For example, when a search query for Population and People is submitted, it is encoded as Population%20and%20People.) However, when adding a link manually users should encode special characters (delimiters) in URL format. This encoding is explained in the table below.

**Table 5 – URL Encoded Values for Special Characters**

Special Character	Description	URL Encoded Value
Space	Space	%20
!	exclamation point	%21
#	Hash	%23
\$	dollar sign	%24
%	percent sign	%25
+	plus sign	%2B
/	Slash	%2F

:	Colon	%3A
;	semi-colon	%3B
	Pipe	%7C

Some special characters serve specific functions in data.census.gov URLs. These characters are not encoded, and their functions are listed in the below table.

**Table 6 – Special Characters with Functions in URL**

<b>Special Character</b>	<b>Description</b>	<b>Function in data.census.gov URL</b>
-	minus sign	Used in certain product names
.	Period	Used as part of the domain name and in table IDs.  Example: data.census.gov Example: tid=ACSDP1Y2018.DP05
_	Underscore	Used as part of URL construction

### 3 Deep Link Use Cases

The following use cases demonstrate how different data.census.gov deep link URLs may be constructed utilizing the parameters outlined above.

#### 3.1 Use Case – Population and People in Maryland – All Results and Table Results

##### 3.1.1 Linking to All Search Results

The URL below represents a search for the topic of Populations and People **t=Populations%20and%20People** in Maryland **g=0400000US24** in which all results are displayed **/all?**

Note that the spaces in Populations and People are appropriately encoded [%20]

<https://data.census.gov/cedsci/all?g=0400000US24&t=Populations%20and%20People>

The screenshot shows the data.census.gov search results page. The header includes the United States Census Bureau logo and a search bar. Below the header, there are navigation tabs for 'ALL', 'TABLES', 'MAPS', and 'PAGES', with 'ALL' selected. The page indicates 'About 24,838 results | Filter'. The main content area is titled 'Tables' and lists several data tables with their respective survey programs and years. On the right side, there are two promotional cards: 'Maryland Profile' and 'Public Use Microdata'.

**United States Census Bureau** Search

ALL TABLES MAPS PAGES

About 24,838 results | Filter

**Tables**

- AGE AND SEX**  
Survey/Program: American Community Survey  
Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0101
- POPULATION 60 YEARS AND OVER IN THE UNITED STATES**  
Survey/Program: American Community Survey  
Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0102
- POPULATION 65 YEARS AND OVER IN THE UNITED STATES**  
Survey/Program: American Community Survey  
Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0103
- SELECTED CHARACTERISTICS OF THE NATIVE AND FOREIGN-BORN POPULATIONS**  
Survey/Program: American Community Survey  
Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0501
- SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY PERIOD OF ENTRY INTO THE UNITED STATES**  
Survey/Program: American Community Survey  
Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0502
- SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: EUROPE**  
Survey/Program: American Community Survey  
Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0503
- SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: ASIA**  
Survey/Program: American Community Survey  
Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: S0505
- SELECTED CHARACTERISTICS OF THE FOREIGN-BORN POPULATION BY REGION OF BIRTH: LATIN AMERICA**  
Survey/Program: American Community Survey

**EXPLORE DATA**  
**Maryland Profile**  
Maryland has a total area of 9,707 square miles, including 2,695.6 square miles of water, making it the 42nd-largest state by area.

**ACS & CPS 2004-2018**  
**Public Use Microdata**  
Create record level custom tables

### 3.1.2 Linking directly to Table Results

By changing **/all?** in the above results to **/table?** the same URL will now link directly to the Table Results for Populations and People in Maryland.

<https://data.census.gov/cedsci/table?t=Populations%20and%20People&g=0400000US24&hidePreview=false>

When the table results of this search are returned, additional parameters are included in the URL:

1. **&hidePreview = False** – Indicates that a preview for the first table result will be shown

		Maryland	
		Total	Percent
Label	Estimate	Margin of Error	Estimate
▼ Total population	6,045,680	*****	(X)
▼ AGE			
Under 5 years	358,346	±1,970	5.9%
5 to 9 years	359,505	±7,418	5.9%
10 to 14 years	390,637	±7,512	6.5%
15 to 19 years	381,318	±4,301	6.3%
20 to 24 years	372,016	±4,110	6.2%
25 to 29 years	405,838	±3,109	6.7%
30 to 34 years	414,737	±2,980	6.9%
35 to 39 years	415,367	±9,485	6.9%
40 to 44 years	371,557	±8,732	6.1%
45 to 49 years	384,732	±2,353	6.4%
50 to 54 years	411,222	±3,107	6.8%
55 to 59 years	413,230	±7,487	6.8%
60 to 64 years	407,288	±8,053	6.7%
65 to 69 years	317,396	±7,077	5.2%
70 to 74 years	247,137	±6,625	4.1%
75 to 79 years	166,203	±4,706	2.7%
80 to 84 years	115,604	±4,560	1.9%
85 years and over	113,547	±4,132	1.9%

Clicking CUSTOMIZE TABLE for the previewed S0101 table will load a full view of the table. From this full view, manipulations to the table are further reflected in the URL for example, clicking the MoE toggle, or manually adding **&moe=false** will remove the Margin of Error.

<https://data.census.gov/cedsci/table?t=Populations%20and%20People&g=0400000US24&tid=ACSST1Y2019.S0101&moe=false&hidePreview=true>

# DATA.CENSUS.GOV DEEP LINKING GUIDE

## Census Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

United States Census Bureau

// Search / Tables / S0101

**AGE AND SEX**  
Survey/Program: American Community Survey TableID: S0101 Product: 2019: ACS 1-Year Estimates Subject Tables

Tools: Data Notes, Selections, 1 Geography, Years, 1 Topic, Survey Code, Hide, Filter, Transpose Table, Margin of Error, Restore Layout, Download, Print, More Data, More

Maryland						
	Total	Percent	Male	Percent Male	Female	
Label	Estimate	Estimate	Estimate	Estimate	Estimate	
▼ Total population	6,045,680	(X)	2,928,013	(X)	3,117,667	
▼ AGE						
Under 5 years	358,346	5.9%	182,785	6.2%	175,561	
5 to 9 years	359,505	5.9%	184,730	6.3%	174,775	
10 to 14 years	390,637	6.5%	198,160	6.8%	192,477	
15 to 19 years	381,318	6.3%	192,824	6.6%	188,494	
20 to 24 years	372,016	6.2%	190,492	6.5%	181,524	
25 to 29 years	405,838	6.7%	204,453	7.0%	201,385	
30 to 34 years	414,737	6.9%	204,600	7.0%	210,137	
35 to 39 years	415,367	6.9%	202,827	6.9%	212,540	
40 to 44 years	371,557	6.1%	180,535	6.2%	191,022	
45 to 49 years	384,732	6.4%	185,153	6.3%	199,579	
50 to 54 years	411,222	6.8%	197,917	6.8%	213,305	
55 to 59 years	413,230	6.8%	196,631	6.7%	216,599	
60 to 64 years	407,288	6.7%	192,059	6.6%	215,229	
65 to 69 years	317,396	5.2%	144,276	4.9%	173,120	
70 to 74 years	247,137	4.1%	111,525	3.8%	135,612	

If the table is transposed, **&tp=true** is added to the URL, allowing it to link to the transposed table

<https://data.census.gov/cedsci/table?t=Populations%20and%20People&g=0400000US24&tid=ACSST1Y2019.S0101&moe=false&tp=true&hidePreview=true>

United States Census Bureau

// Search / Tables / S0101

**AGE AND SEX**  
Survey/Program: American Community Survey TableID: S0101 Product: 2019: ACS 1-Year Estimates Subject Tables

Tools: Data Notes, Selections, 1 Geography, Years, 1 Topic, Survey Code, Hide, Filter, Transpose Table, Margin of Error, Restore Layout, Download, Print, More Data, More

	Total population	AGE	Under 5 years	5 to 9 years	10 to 14 years	15 to 19 years
▼ Maryland						
▼ Total						
Estimate	6,045,680		358,346	359,505	390,637	
▼ Percent						
Estimate	(X)		5.9%	5.9%	6.5%	
▼ Male						
Estimate	2,928,013		182,785	184,730	198,160	
▼ Percent Male						
Estimate	(X)		6.2%	6.3%	6.8%	
▼ Female						
Estimate	3,117,667		175,561	174,775	192,477	
▼ Percent Female						
Estimate	(X)		5.6%	5.6%	6.2%	



## 3.2 Use Case - Population Total in Maryland – All Results and Map Results

### 3.2.1 Linking to All Search Results

The following URL represents a search for Population Total **t=Population%20Total** in Maryland **g=0400000US24** in which all results are shown **/all?**

<http://data.census.gov/cedsci/all?g=0400000US24&t=Population%20Total>

Note that the spaces in Populations and People are appropriately encoded [%20]

The screenshot shows the United States Census Bureau search interface. At the top, there is a search bar with the text "Search". Below the search bar, there are navigation tabs for "ALL", "TABLES", "MAPS", and "PAGES", with "ALL" selected. The search results are displayed as "About 22,922 results | Filter". A prominent result is highlighted in a light blue box: "6,045,680 Total Population in Maryland", with a sub-source "Source 2019 Population Estimates null" and a URL "https://www.census.gov/programs-surveys/pepest.html". To the right of this result is a blue button labeled "EXPLORE DATA" with a right-pointing arrow. Below the main result, there is a section titled "Tables" which lists several data tables. The first table is "ANNUAL ESTIMATES OF THE RESIDENT POPULATION: APRIL 1, 2010 TO JULY 1, 2019 - FOR FULL ESTIMATES DETAIL, VISIT https://www.census.gov/programs-surveys/pepest.html", with survey details "Survey/Program: Population Estimates" and "Years: 2019 Table: PEPANNRES". The second table is "ACS DEMOGRAPHIC AND HOUSING ESTIMATES", with survey details "Survey/Program: American Community Survey" and "Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: DP05". The third table is "TOTAL POPULATION", with survey details "Survey/Program: American Community Survey" and "Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010 Table: B01003". The fourth table is also "TOTAL POPULATION", with survey details "Survey/Program: Decennial Census" and "Years: 2010 Table: P1". On the right side of the search results, there are two blue buttons with white text and right-pointing arrows. The top button is labeled "EXPLORE DATA" and "Maryland Profile", with a sub-description "Maryland has a total area of 9,707 square miles, including 2,695.6 square miles of water, making it the 42nd-largest state by area." The bottom button is labeled "ACS & CPS 2004-2018" and "Public Use Microdata", with a sub-description "Create record level custom tables".

### 3.2.2 Linking Directly to Map Results

By changing **/all?** in the above results to **/map?** the same URL will now link directly to the Map Results for the original query of Total Population.

[https://data.census.gov/cedsci/map?t=Population%20Total&g=0400000US24&vintage=2018&layer=VT\\_2018\\_040\\_00\\_PP\\_D1&mode=selection](https://data.census.gov/cedsci/map?t=Population%20Total&g=0400000US24&vintage=2018&layer=VT_2018_040_00_PP_D1&mode=selection)

When the Maps page loads, it will show the selection map for the geography included in search, in this case Maryland. The URL will also contain additional parameters, relevant to the display of the top table result:

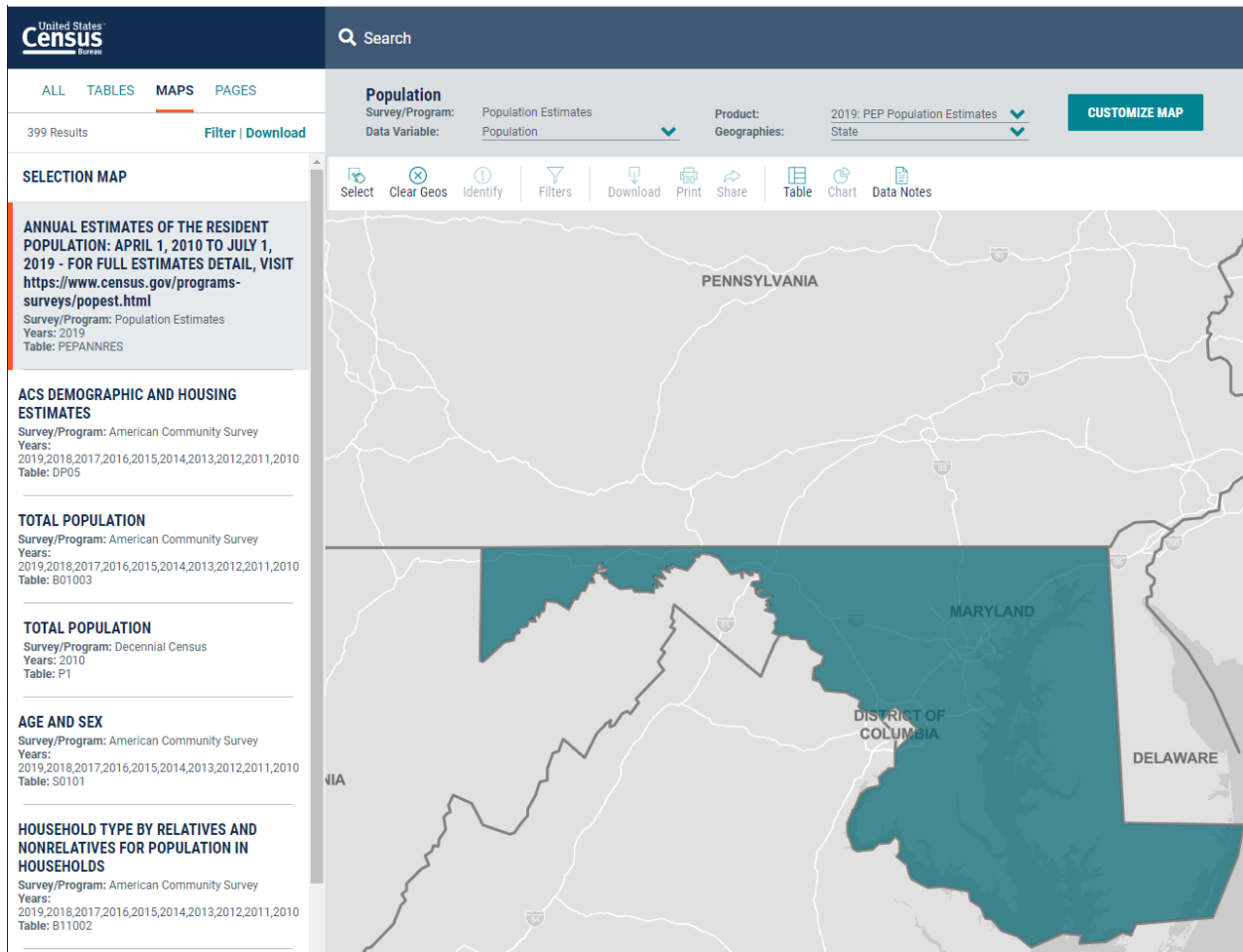
1. **vintage=2019** – Indicates that 2019 map boundaries are in use
2. **layer=VT\_2019\_040\_00\_PP\_D1** – Indicates that the state layer (040) is in use
3. **palette=Teal**
4. **break=5**
5. **classification=Natural%20Breaks**
6. **mode=selection**

The screenshot displays the Census Data Explorer interface. At the top, there is a search bar and navigation tabs for ALL, TABLES, MAPS, and PAGES. The 'MAPS' tab is selected. Below the navigation, there are 399 results and a 'Filter | Download' button. The main content area is titled 'SELECTION MAP' and shows a map of Maryland with a teal overlay. To the left of the map, there is a list of table results. The first result is 'ANNUAL ESTIMATES OF THE RESIDENT POPULATION: APRIL 1, 2010 TO JULY 1, 2019 - FOR FULL ESTIMATES DETAIL, VISIT https://www.census.gov/programs-surveys/popest.html'. Other results include 'ACS DEMOGRAPHIC AND HOUSING ESTIMATES', 'TOTAL POPULATION', 'AGE AND SEX', and 'HOUSEHOLD TYPE BY RELATIVES AND NONRELATIVES FOR POPULATION IN HOUSEHOLDS'. The map interface includes a toolbar with options like Select, Clear Geos, Identify, Filters, Download, Print, Share, Table, Chart, and Data Notes. The map shows Maryland highlighted in teal, with surrounding states like Pennsylvania, Delaware, and the District of Columbia visible.

Clicking the first table result loads that result on to the preview map, changing the map preview mode from selection to thematic.

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<https://data.census.gov/cedsci/map?t=Population%20Total&g=0400000US24&tid=PEPP OP2019.PEPANNRES&vintage=2019&layer=VT 2019 040 00 PP D1&cid=POP&mode=thematic>



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**Census Enterprise Dissemination Services and Consumer Innovation (CEDSCI)**

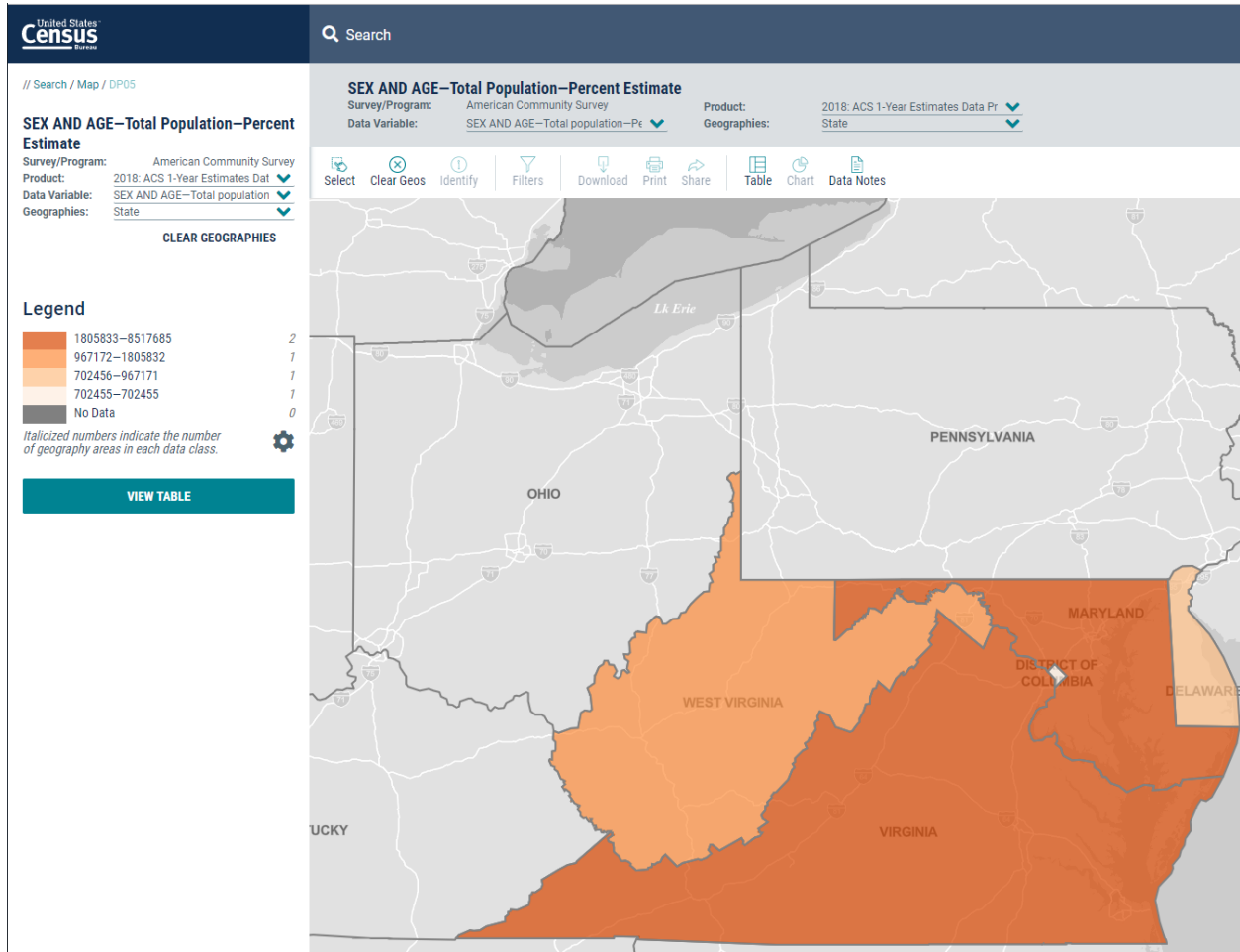
Map manipulations made on the Map Results page are reflected in the URL. The below example, several counties have been selected.

[https://data.census.gov/cedsci/map?t=Population%20Total&g=0400000US24\\_0500000US24003,24005,24013,24021,24027,24031,24033,24043&tid=PEPPOP2019.PEPANNRES&hidePreview=false&vintage=2019&layer=VT\\_2019\\_050\\_00\\_PY\\_D1&cid=POP&mode=thematic](https://data.census.gov/cedsci/map?t=Population%20Total&g=0400000US24_0500000US24003,24005,24013,24021,24027,24031,24033,24043&tid=PEPPOP2019.PEPANNRES&hidePreview=false&vintage=2019&layer=VT_2019_050_00_PY_D1&cid=POP&mode=thematic)

The screenshot displays the Census.gov map interface. The top navigation bar includes the 'United States Census Bureau' logo, a search bar, and tabs for 'ALL', 'TABLES', 'MAPS', and 'PAGES'. The 'MAPS' tab is active, showing 399 results and a 'Filter | Download' option. The main content area is titled 'Population' and includes filters for 'Survey/Program' (Population Estimates), 'Data Variable' (Population), 'Product' (2019: PEP Population Estimates), and 'Geographies' (County). A 'CUSTOMIZE MAP' button is visible. Below the filters is a toolbar with icons for 'Select', 'Clear Geos', 'Identify', 'Filters', 'Download', 'Print', 'Share', 'Table', 'Chart', and 'Data Notes'. The map itself shows a portion of the Eastern United States, with several counties in Pennsylvania, Maryland, and the District of Columbia highlighted in shades of blue and green. The left sidebar contains a 'SELECTION MAP' section with several data tables listed, including 'ANNUAL ESTIMATES OF THE RESIDENT POPULATION: APRIL 1, 2010 TO JULY 1, 2019', 'ACS DEMOGRAPHIC AND HOUSING ESTIMATES', 'TOTAL POPULATION', 'AGE AND SEX', and 'HOUSEHOLD TYPE BY RELATIVES AND NONRELATIVES FOR POPULATION IN HOUSEHOLDS'.

### 3.2.3 Linking to Customized Map Results

Clicking CUSTOMIZE MAP allows a user to further customize a map view. These customizations are captured in the URL.

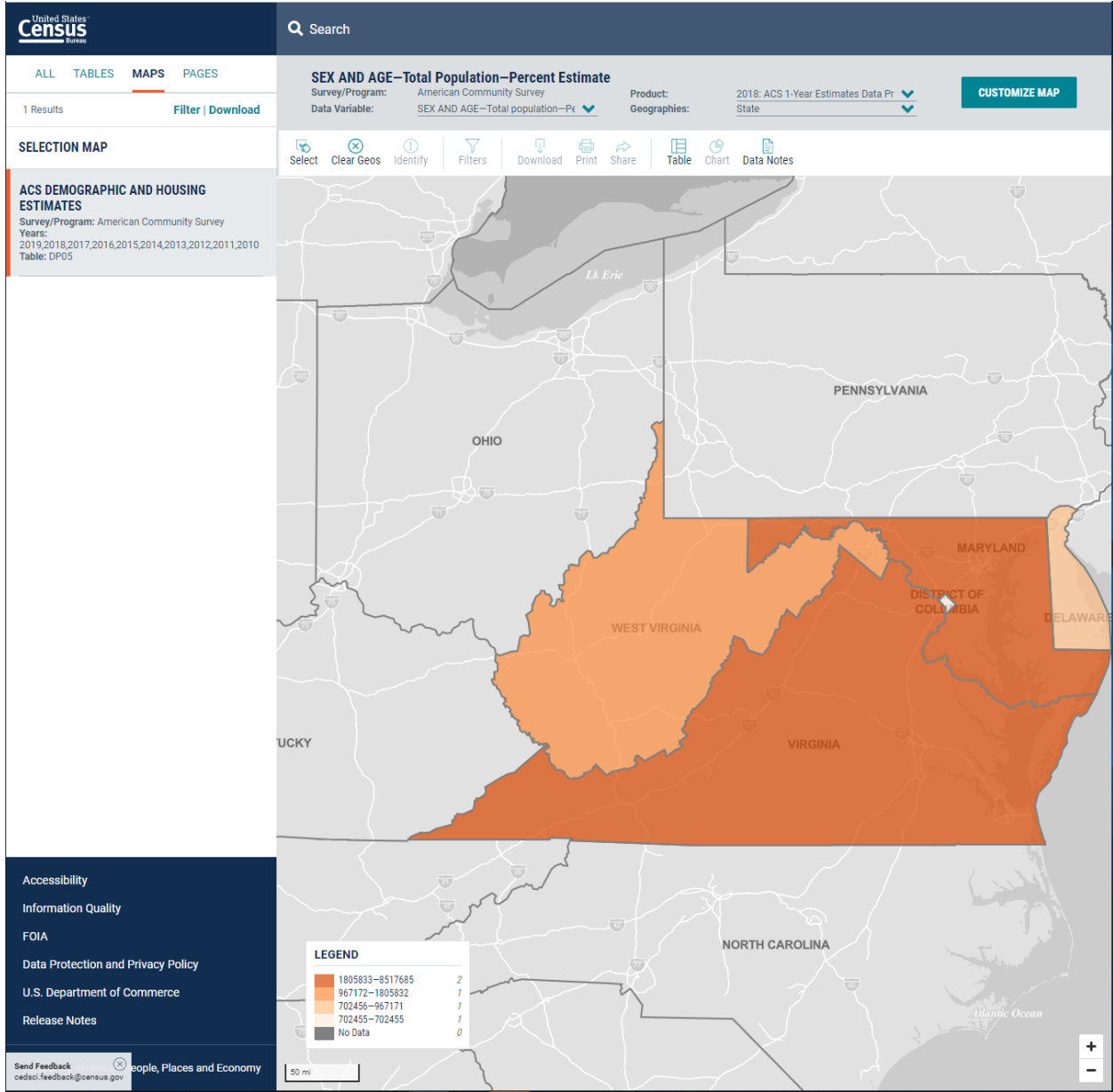


In the above example, the following customizations have been made via map customization controls:

1. Customization Controls Displayed - **&mode=customize**
2. Delaware, Virginia, and West Virginia selected via the map - **g=0400000US24,51,54,10,11**
3. Number of data/classes ranges adjusted to 4 - **&break=4**
4. Palette color set to Orange - **&palette=Oranges**

[https://data.census.gov/cedsci/map?g=0400000US24,51,54,10,11&t=Population%20Total&hidePreview=false&table=DP05&tid=ACSDP1Y2018.DP05&vintage=2018&layer=state&cid=DP05\\_0001PE&lastDisplayedRow=15&mode=customize&break=4&palette=Oranges](https://data.census.gov/cedsci/map?g=0400000US24,51,54,10,11&t=Population%20Total&hidePreview=false&table=DP05&tid=ACSDP1Y2018.DP05&vintage=2018&layer=state&cid=DP05_0001PE&lastDisplayedRow=15&mode=customize&break=4&palette=Oranges)

Navigating to this new URL opens the map preview, which now includes the changes made during customization



### 3.3 Use Case – Linking Directly to a Table

#### 3.3.1 Building a Direct Table Link

Direct links to tables may be created using the URL parameters available on data.census.gov. The example below shows a direct link to the 2018 version of Table DP02: Selected Social Characteristics in the United States for all counties in Maryland:

<https://data.census.gov/cedsci/table?g=0400000US24.050000&tid=ACSDP1Y2018.DP02&hidePreview=true>

The parameters utilized are:

1. g=0400000US24.050000 – Indicates that the table should be filtered to show data for all counties (050000) in Maryland (0400000US24)
2. &tid=ACSDP1Y2018.DP02 – Indicates that the table to be shown is DP02 for the 2018 ACS 1-Year Estimates

The screenshot shows the Census Bureau's data table interface. The title is "SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES" for "Charles County, Maryland". The table displays household characteristics with columns for Estimate, Margin of Error, Percent, and Percent Margin of Error. The "Margin of Error" column is highlighted in blue.

Label	Estimate	Margin of Error	Percent	Percent Margin of Error
▼ HOUSEHOLDS BY TYPE				
▼ Total households	56,947	±1,438	56,947	(X)
▼ Family households (families)	41,483	±1,940	72.8%	±2.9
With own children of the householder under 18 years	17,911	±1,833	31.5%	±3.1
▼ Married-couple family	28,570	±1,893	50.2%	±3.1
With own children of the householder under 18 years	10,260	±1,481	18.0%	±2.5
▼ Male householder, no wife present, family	2,685	±897	4.7%	±1.6
With own children of the householder under 18 years	2,163	±793	3.8%	±1.4
▼ Female householder, no husband present, family	10,228	±1,549	18.0%	±2.7
With own children of the householder under 18 years	5,488	±1,283	9.6%	±2.3
▼ Nonfamily households	15,464	±1,696	27.2%	±2.9
Householder living alone	12,457	±1,673	21.9%	±2.9
65 years and over	3,262	±823	5.7%	±1.4
Households with one or more people under 18 years	20,397	±1,933	35.8%	±3.2
Households with one or more people 65 years and over	13,502	±876	23.7%	±1.5

#### 3.3.2 Updating a Direct Table Link

Using URL parameters, saved table links can be easily updated. In the above example a direct link to table the 2018 version DP02 for all counties in Maryland was created. By making a change to the tid= parameter, this link can be updated to show the 2019 version of the table:

<https://data.census.gov/cedsci/table?g=0400000US24.050000&tid=ACSDP1Y2019.DP02&hidePreview=true>

# DATA.CENSUS.GOV DEEP LINKING GUIDE

## Census Enterprise Dissemination Services and Consumer Innovation (CEDSCI)

United States  
**Census**  
Bureau
Search

// Search / Tables / DP02

**SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES**  
 Survey/Program: American Community Survey    TableID: DP02    Product: 2019 ACS 1-Year Estimates Data Profiles

Data Notes
Selections
1 Geography
Years
Topic
Survey
Code
123
Hide
Filter
Transpose Table
Margin of Error
Restore Layout
Download
Print
More Data
Map

Allegany County, Maryland					Anne
Label	Estimate	Margin of Error	Percent	Percent Margin of Error	
▼ HOUSEHOLDS BY TYPE					
▼ Total households	26,549	±1,492	26,549		(X)
▼ Married-couple family	10,444	±1,372	39.3%		±4.9
With own children of the householder under 18 years	2,710	±841	10.2%		±3.1
▼ Cohabiting couple household	2,564	±876	9.7%		±3.2
With own children of the householder under 18 years	812	±426	3.1%		±1.6
▼ Male householder, no spouse/partner present	5,695	±1,019	21.5%		±3.3
With own children of the householder under 18 years	314	±233	1.2%		±0.9
▼ Householder living alone	4,078	±952	15.4%		±3.3
65 years and over	1,494	±474	5.6%		±1.8
▼ Female householder, no spouse/partner present	7,846	±1,015	29.6%		±3.9
With own children of the householder under 18 years	1,042	±485	3.9%		±1.8

Columns
Cell/Column Notes



### 3.4 Use Case – Profile Page Deep Linking

#### 3.4.1 Creating Profile Page Deep Links

In addition to tables, maps, and all search results, users may also deep link to profile pages. Currently, profile pages are only available for geographies. The below link shows a direct link to the Maryland Profile Page

<https://data.census.gov/cedsci/profile?g=0400000US24>

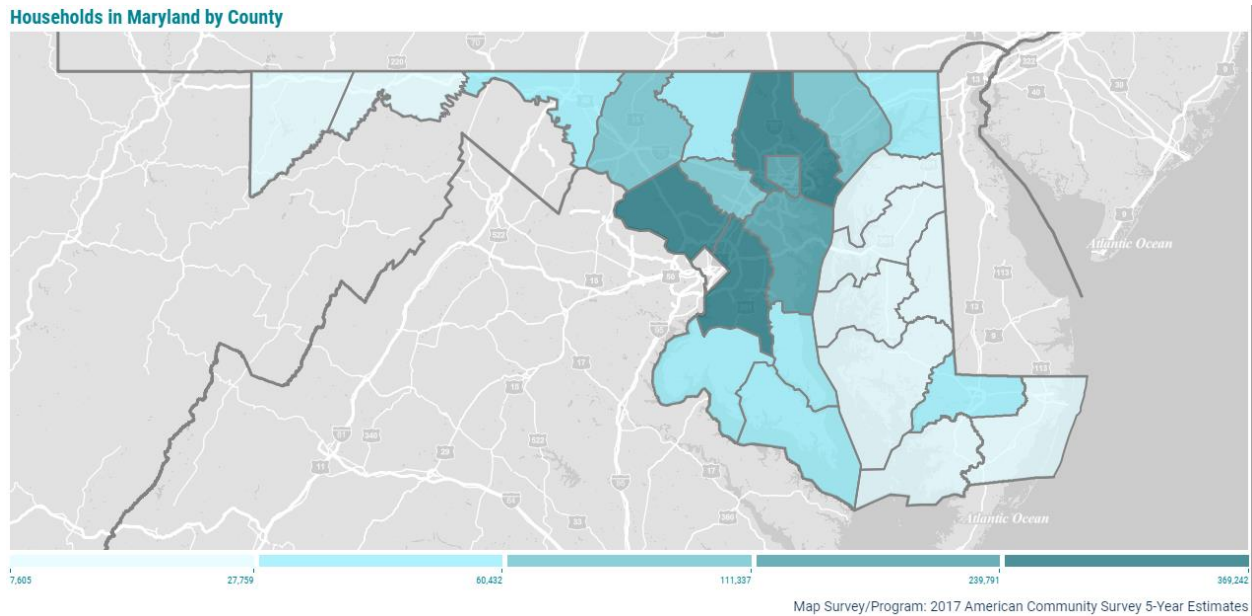
The screenshot displays the profile page for Maryland on the data.census.gov website. The page features a dark blue header with the 'United States Census Bureau' logo and a search bar. A left sidebar lists various categories: Maryland, People and Population, Race and Ethnicity, Families and Living Arrangements, Health, Education, Business and Economy, Employment, Housing, and Income and Poverty. The main content area is titled 'Maryland' and includes a map of the state, a text description of its area and borders, and four key statistics presented with icons and horizontal bars.

Statistic	Value
POPULATION	6,045,680
MEDIAN HOUSEHOLD INCOME	\$86,738
POVERTY RATE	9.0%
BACHELOR'S DEGREE OR HIGHER	40.9%

### 3.4.2 Creating Deep Links to Sections on a Profile Page

Deep link URLs may also be used to directly access a given section of a profile page. These links are generated using the **Share/Export** button for that section. The below link was created using the Share/Export button for the Family and Living Arrangements section of the Maryland Profile Page

<https://data.census.gov/cedsci/profilemapwidget?defaultVintage=2017&geoID=0400000US24&geoLv=040&metricFormat=number&metricTopic=Households&heightUS=525px>



## **4 Examples of Linking to Search Results in Basic Search**

The following sections provide examples for how deep links to various search results are constructed. Note that over time search results for a given set of search terms may change, as the search algorithm continues to be refined.

- Display Search Results for "Maryland Population"

<https://data.census.gov/cedsci/all?q=Maryland%20Population>

- Display Search Results for Maryland and for NAICS code 3111, 3115

<https://data.census.gov/cedsci/all?g=0400000US24&n=3111%3A3115>

- Display Search Results for United States and for 6-digit NAICS Codes

<https://data.census.gov/cedsci/all?n=N0600.00>

- Display search results for Population in all counties of Maryland

<https://data.census.gov/cedsci/all?q=population&g=0400000US24.050000>

## 5 Examples of Linking to Table results from Basic Search

The following sections provide examples of deep links to specific tables using the URL parameters discussed in this document, including table specific parameters.

- Display Full View of Table DP05 for Maryland Demographic and Housing Estimates

<https://data.census.gov/cedsci/table?q=marylandpopulation&hidePreview=true&table=DP05&tid=ACSDP1Y2019.DP05&g=0400000US24>

- Display Full View of Table NS1700NONEMP for Maryland and for NAICS Code 3111, 3115

<https://data.census.gov/cedsci/table?table=NS1700NONEMP&tid=NONEMP2017.NS1700NONEMP&g=0400000US24&n=3111%3A3115&hidePreview=true>

- Display List of Tables and Preview of First Table Related to 6-digit NAICS Codes in the United States

<https://data.census.gov/cedsci/table?n=N0600.00>

- Display List of Tables and Preview of First Table Related to Population of All Counties of Maryland

<https://data.census.gov/cedsci/table?g=0400000US24.050000>

## 6 Examples of Linking to Map results from Basic Search

The following sections provide examples of deep links to specific maps using the URL parameters discussed in this document, including map specific parameters.

- Display Map of Housing Occupancy in Maryland using 2018 ACS 1-Year Estimates

[https://data.census.gov/cedsci/map?q=Housing%20in%20Maryland&tid=ACSDP1Y2018.DP04&hidePreview=false&vintage=2018&layer=VT\\_2018\\_040\\_00\\_PP\\_D1&cid=DP04\\_0001E&palette=Teal&break=5&classification=Natural%20Breaks&mode=thematic](https://data.census.gov/cedsci/map?q=Housing%20in%20Maryland&tid=ACSDP1Y2018.DP04&hidePreview=false&vintage=2018&layer=VT_2018_040_00_PP_D1&cid=DP04_0001E&palette=Teal&break=5&classification=Natural%20Breaks&mode=thematic)

- Display Map of Population of All Counties of Maryland using 2019 ACS 1-Year Data

[https://data.census.gov/cedsci/map?q=Population&g=0400000US24.050000&tid=ACSDP1Y2019.DP05&hidePreview=false&vintage=2019&layer=VT\\_2019\\_050\\_00\\_PY\\_D1&cid=DP05\\_0001E&palette=Teal&break=5&classification=Natural%20Breaks&mode=customize](https://data.census.gov/cedsci/map?q=Population&g=0400000US24.050000&tid=ACSDP1Y2019.DP05&hidePreview=false&vintage=2019&layer=VT_2019_050_00_PY_D1&cid=DP05_0001E&palette=Teal&break=5&classification=Natural%20Breaks&mode=customize)

- Display List of Maps and Preview of First Map Related to Foreign Born Population in Washington State

[https://data.census.gov/cedsci/map?q=foreign%20born%20population%20WA&g=0400000US53&tid=ACSDP1Y2019.DP02&vintage=2018&layer=VT\\_2018\\_040\\_00\\_PP\\_D1&mode=selection](https://data.census.gov/cedsci/map?q=foreign%20born%20population%20WA&g=0400000US53&tid=ACSDP1Y2019.DP02&vintage=2018&layer=VT_2018_040_00_PP_D1&mode=selection)

- Display List of Maps and Preview of Selection Map Related to Population of All Counties of Maryland

<https://data.census.gov/cedsci/map?g=0400000US24,24.050000>

## **7 Examples of Linking to a Geography Profile**

The following section provides example of linking to Geographic Profile pages using URL parameters discussed in this guide.

- Display Maryland Profile

<https://data.census.gov/cedsci/profile?q=Maryland&g=0400000US24>

- Display Fairfax County, VA Profile

<https://data.census.gov/cedsci/profile?g=0500000US51059>

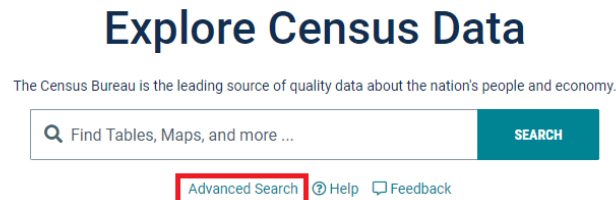
## Building Deep Links with Advanced Search

This section covers the construction of deep links for search queries utilizing the Advanced Search functionality of data.census.gov.

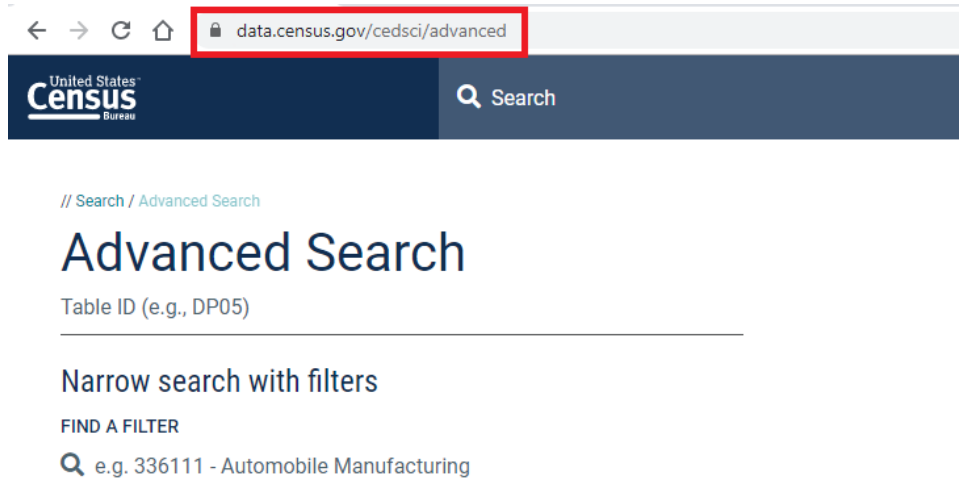
### APPENDIX A

The following examples show how a deep link URL may be built using Advanced Search.

1. From the Landing Page select **Advanced Search**.

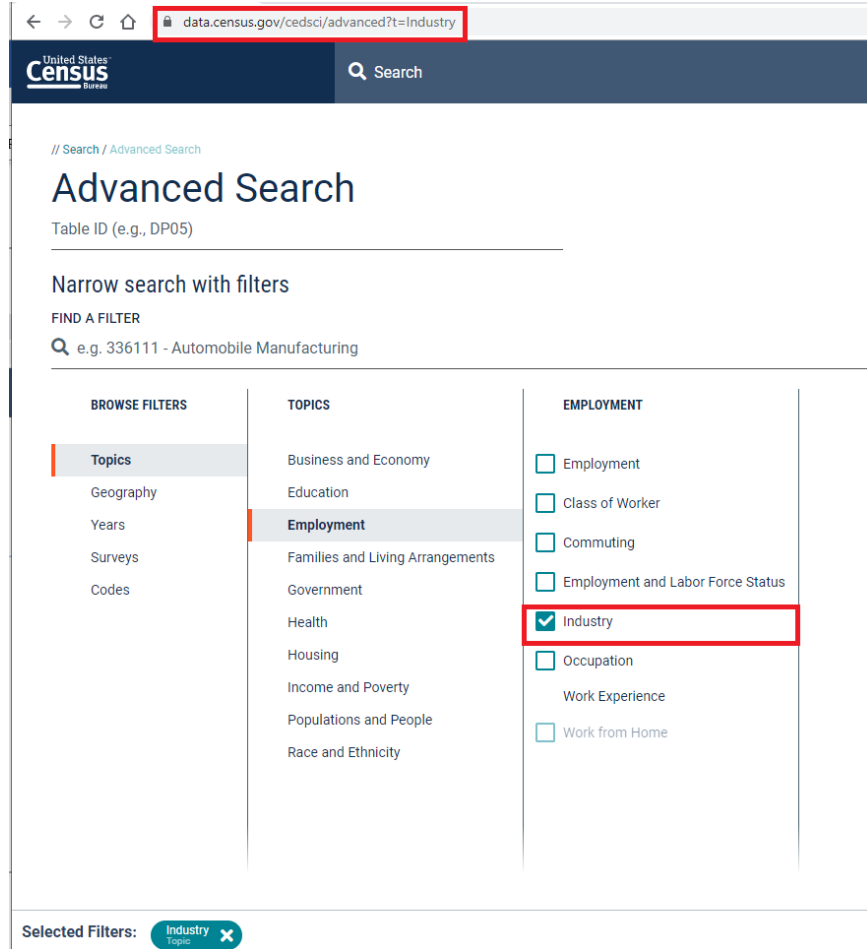


The URL reads <https://data.census.gov/cedsci/advanced>.



2. In the **BROWSE FILTERS** panel, select **Topics > Employment**

3. In the **EMPLOYMENT** panel, select **Industry**. The URL reads <https://data.census.gov/cedsci/advanced?t=Industry>



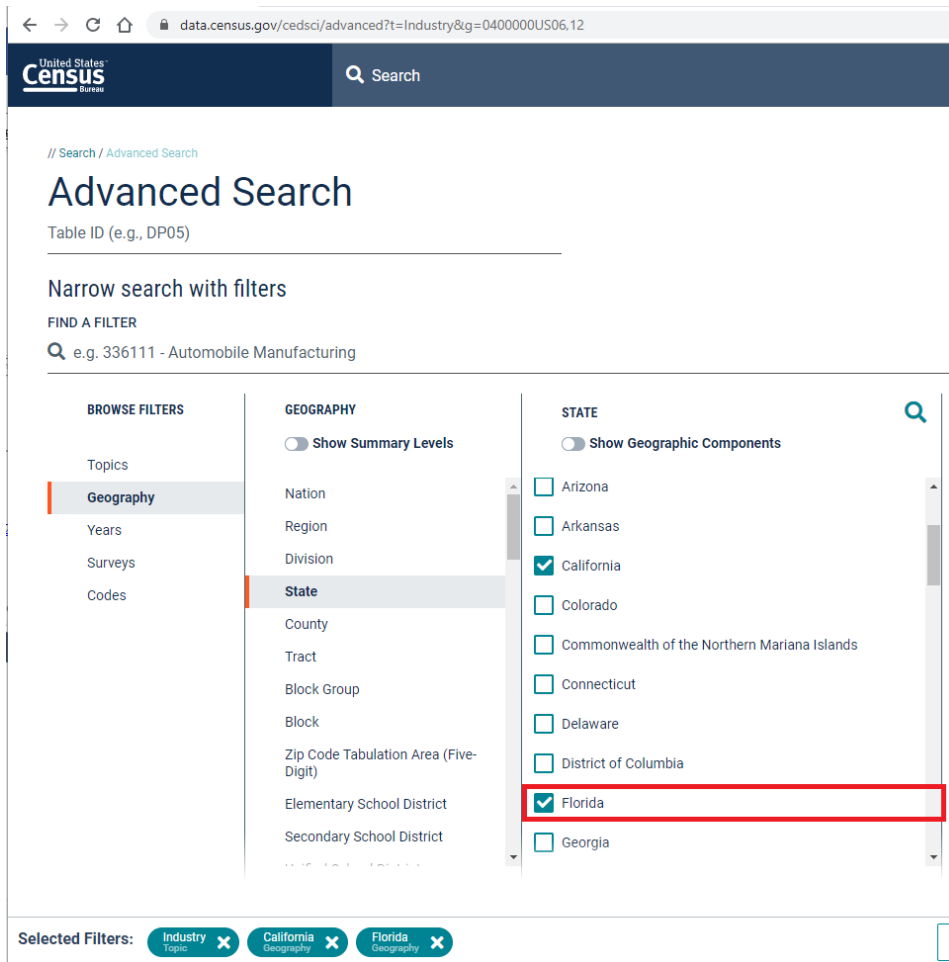


4. In the **BROWSE FILTERS** panel, select **Geography > State**.
5. In the **STATE** panel, select **California**. The URL reads

<https://data.census.gov/cedsci/advanced?t=Industry&g=0400000US06>

The screenshot displays the 'Advanced Search' interface on the data.census.gov website. The browser address bar shows the URL: [data.census.gov/cedsci/advanced?t=Industry&g=0400000US06](https://data.census.gov/cedsci/advanced?t=Industry&g=0400000US06). The page title is 'Advanced Search' with a subtitle 'Table ID (e.g., DP05)'. Below this, there is a section for 'Narrow search with filters' with a search input field containing 'e.g. 336111 - Automobile Manufacturing'. The main content area is divided into three panels: 'BROWSE FILTERS', 'GEOGRAPHY', and 'STATE'. In the 'BROWSE FILTERS' panel, 'Geography' is selected. In the 'GEOGRAPHY' panel, 'State' is selected. In the 'STATE' panel, 'California' is selected and highlighted with a red box. At the bottom, the 'Selected Filters' bar shows 'Industry' and 'California'.

6. In the **STATE** panel select **Florida**. The URL reads  
<https://data.census.gov/cedsci/advanced?t=Industry&g=0400000US06,12>



7. Click the **Search** button.

8. The search results appear in page **All** and the URL reads <https://data.census.gov/cedsci/all?t=Industry&g=0400000US06,12>

