

SCAG – 32nd Annual Demographic Workshop

Accessing Census Data to Understand Local Communities

June 8, 2021

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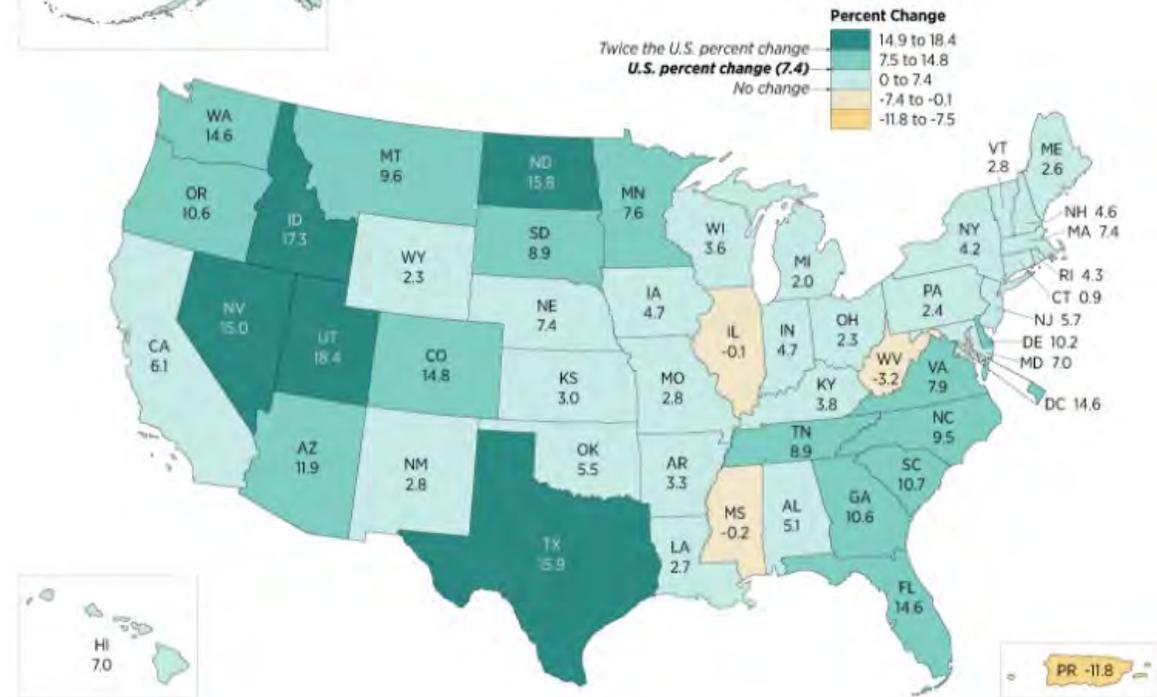


Objectives

- Learn about major Census surveys, programs, and products
- Learn about popular data tools
- Learn how to access and navigate data tool: data.census.gov
- Learn more about census.gov and request customized presentations or workshops



Percent Change in Resident Population for the 50 States, the District of Columbia, and Puerto Rico: 2010 to 2020



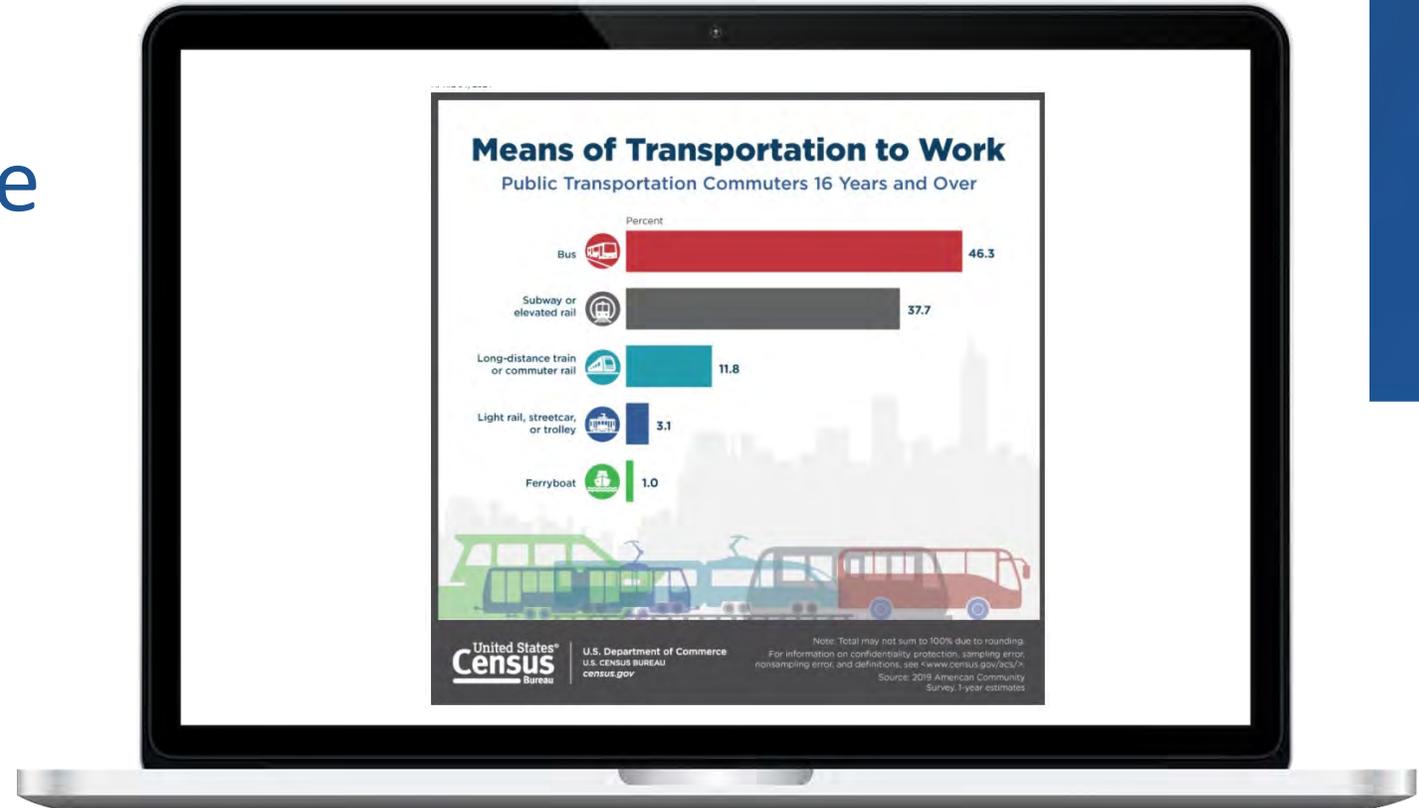
Agenda

Behind the Scenes

- ✓ 2020 Census Update
- ✓ Data Products
- ✓ Data Tools
- ✓ Resources

Live Demo:

- ✓ data.census.gov



2020 Census

Apportionment data was released on April 26, 2021

Link to full news release: <https://www.census.gov/newsroom/press-releases/2021/2020-census-apportionment-results.html>

- The U.S. Census Bureau announced that the 2020 Census shows the resident population of the United States on April 1, 2020, was 331,449,281.
- The U.S. resident population represents the total number of people living in the 50 states and the District of Columbia. The resident population increased by 22,703,743 or 7.4% from 308,745,538 in 2010.
- Individual state populations are now available on Census.gov. [See interactive tool.](#)

2020 Census

Redistricting Data: Current schedule by August 16, 2021

<https://www.census.gov/newsroom/press-kits/2021/2020-census-redistricting.html>

- Information states need to redraw or “redistrict” their legislative boundaries.
- Redistricting data includes block-level counts of the population by:
 - Race
 - Ethnicity (Hispanic or Latino origin)
 - Voting age
 - Housing occupancy status
 - Group quarters population
- The full redistricting data with toolkits for ease of use will be delivered by September 30. The Census Bureau will notify the public prior to releasing the data.

About the U.S. Census Bureau



Our mission is to serve as the nation's leading provider of quality data about its people and economy.

- ✓ The federal government's largest statistical agency.
- ✓ More than 100 censuses and surveys conducted each year, including
 - ✓ The Decennial Census – the once-a-decade population and housing count of all 50 states and U.S. territories
 - ✓ The American Community Survey – the ongoing, annual survey of the social, economic, housing, and demographic characteristics of the nation's population
 - ✓ The Economic Census – the official five-year measure of American businesses

Did You Know?

- Statistics in Schools Program

Fun Facts: Father's Day – June 20



History of Father's Day

The idea of Father's Day was conceived more than a century ago by Sonora Dodd of Spokane, Washington. Dodd wanted a special day to honor her father, William Smart, a widowed Civil War veteran who was left to raise his six children on a farm.

June 19 was chosen for the first Father's Day celebration in 1910. Father's Day has been celebrated annually since 1972 when President Richard Nixon signed the public law that made it permanent.

*Why do golfers carry an extra pair of socks?
In case they get a hole in one!*



Fathers by the Numbers

72 million*

The estimated number of fathers across the nation.

29 million*

The number of fathers who are also grandfathers.

24 million

The number of fathers living in married-couple family groups with own children younger than age 18 in 2020.

2 million

The number of single fathers (without a spouse or partner present) in 2020 living with their children under age 18.

20%

The percent of single parents in 2020 that were men.

215,000

The estimated number of stay-at-home dads in 2020.

*2014 is the most recent year for which these data are available.

Gift Ideas for Dad

- **20,000** - The number of sporting goods stores in 2019. These stores are good places to purchase traditional gifts for dad, such as fishing rods and golf clubs.
- **15,000** - The number of hardware stores in 2019, a place to buy hammers, wrenches, screwdrivers, and other items high on the list of Father's Day gifts. Additionally, there were **6,000** home centers across the country in 2019.
- **7,000** - The number of men's clothing stores across the country in 2019, a good place to buy dad a tie or shirt.



Services for Dad

- **108,000** - The number of businesses that provide landscaping services nationwide in 2019.
- **82,000** - The number of general automotive repair businesses nationwide in 2019.
- **6,000** - The number of barber shops with paid employees nationwide in 2019.



Stay Connected

- ✓ Visit [census.gov](https://www.census.gov)
- ✓ Scroll to Bottom of Page
- ✓ Sign-Up for Email Updates

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To sign up for updates please enter your contact information below.

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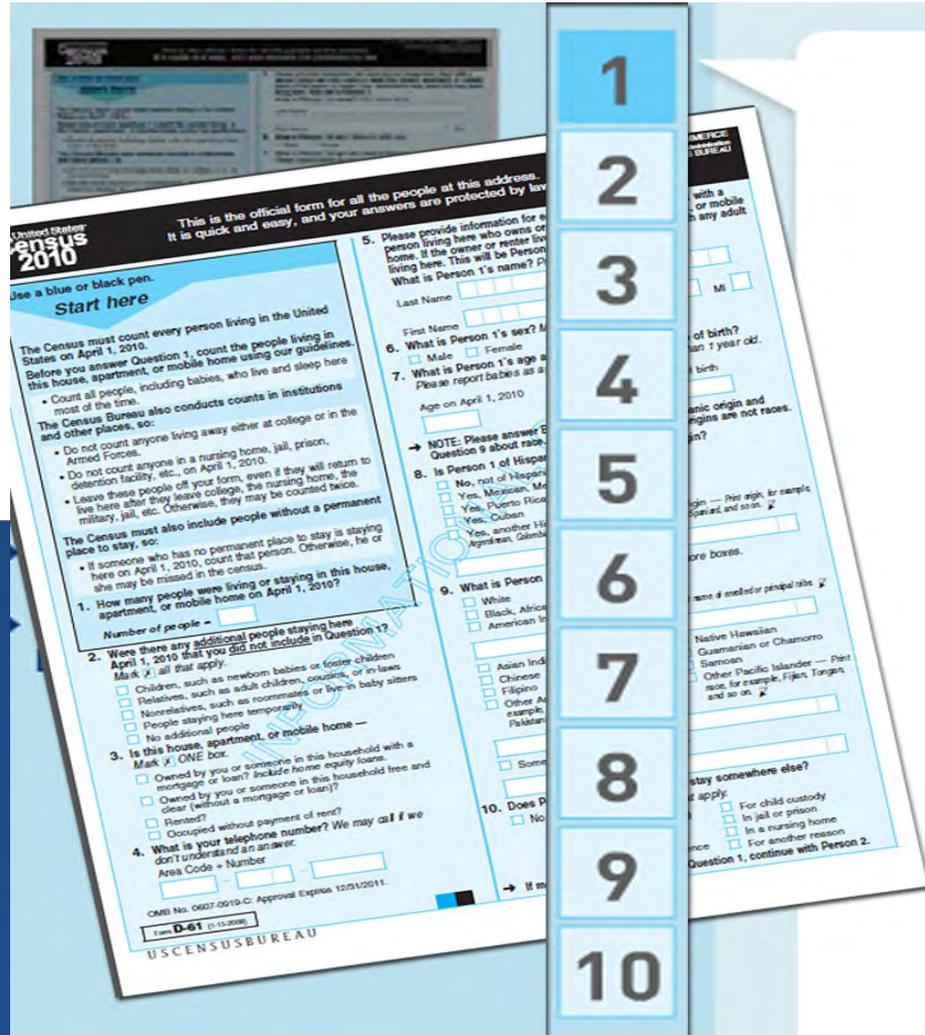
[Stats for Stories](#)

Stay Connected



1. | Data Products

Decennial Census Topics



Basic Demographics

- Age
- Sex
- Relationship
- Hispanic or Latino Origin
- Race and Ethnicity
- Number of People Living in Housing Unit
- Housing Tenure

❖ Data Available at Block Level

American Community Survey

- ✓ Ongoing Survey
- ✓ Sent to 3.5 million Addresses Per Year
- ✓ Produces Detailed Population and Housing Estimates Each Year
- ✓ Produces Critical Information on Small Areas and Small Population Groups
- ✓ Covers 35+ Topics and Supports Over 300 Known Federal Government Uses
- ✓ Learn more at [census.gov/acs](https://www.census.gov/acs)



Demographic Characteristics

- Age
- Sex
- Race
- Hispanic Origin

(Items in RED were also collected on the 2010 & 2020 Census)



Social Characteristics

- Education
- Marital Status
- Fertility
- Grandparent Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry / Tribal Affiliation

Housing Characteristics

- Tenure (Rent/Own)
- Occupancy
- Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/ Monthly Rent



Economic Characteristics

- Income
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work



American Community Survey History

1940-2000

- Decennial Census: Short Form & Long Form

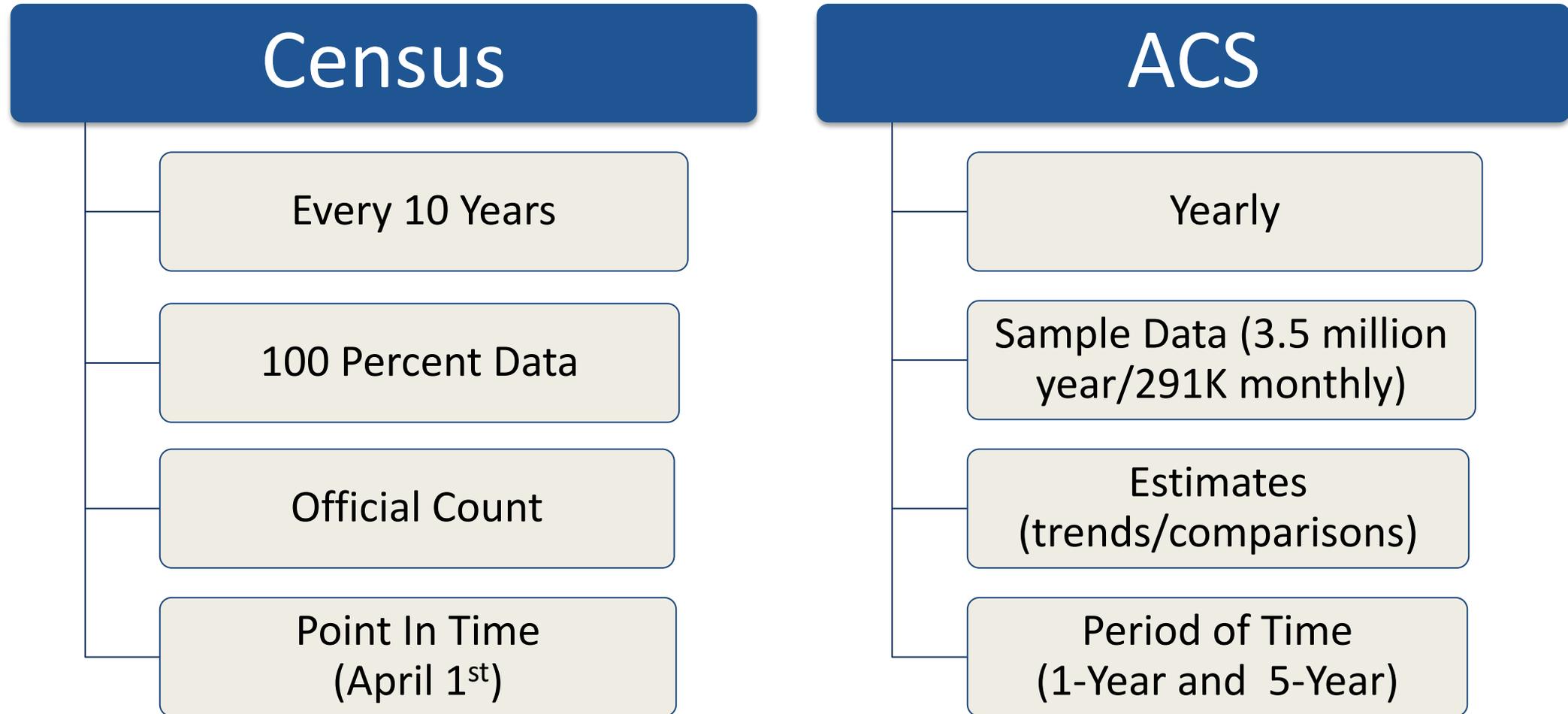
2005

- American Community Survey Replaces Decennial Long Form

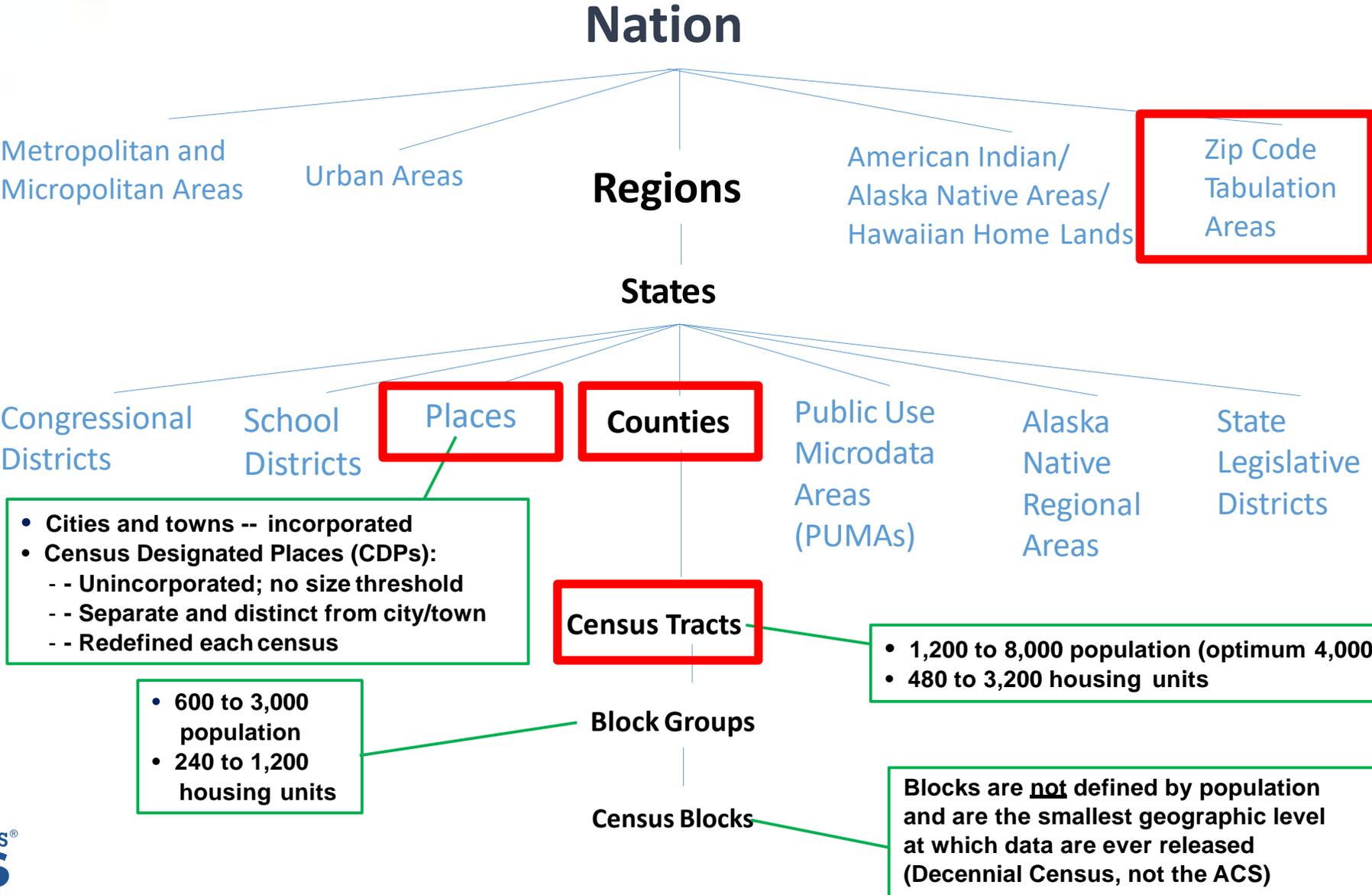
2010 and 2020

- Decennial Census: Short Form Only

Differences Between Decennial Census and ACS



Selected Census Geographic Concepts



Population Estimates

- Up-to-date population numbers between decennial censuses.
- Population counts for nation, state, counties, and incorporated places.
- Housing unit totals available at national and state levels.
- 2020 Population Estimates available on a flow basis through 2021.
 - Used mainly for research purposes

Key Dates Vintage 2020

- December 2020: National and State
- Early May 2021: County and Metro/Micro Areas
- Late May 2021: City/towns
- Late May 2021: Housing Unit Counts
- June 2021: National, State and County Demographics

Population and Housing Unit Estimates by Type and Geography

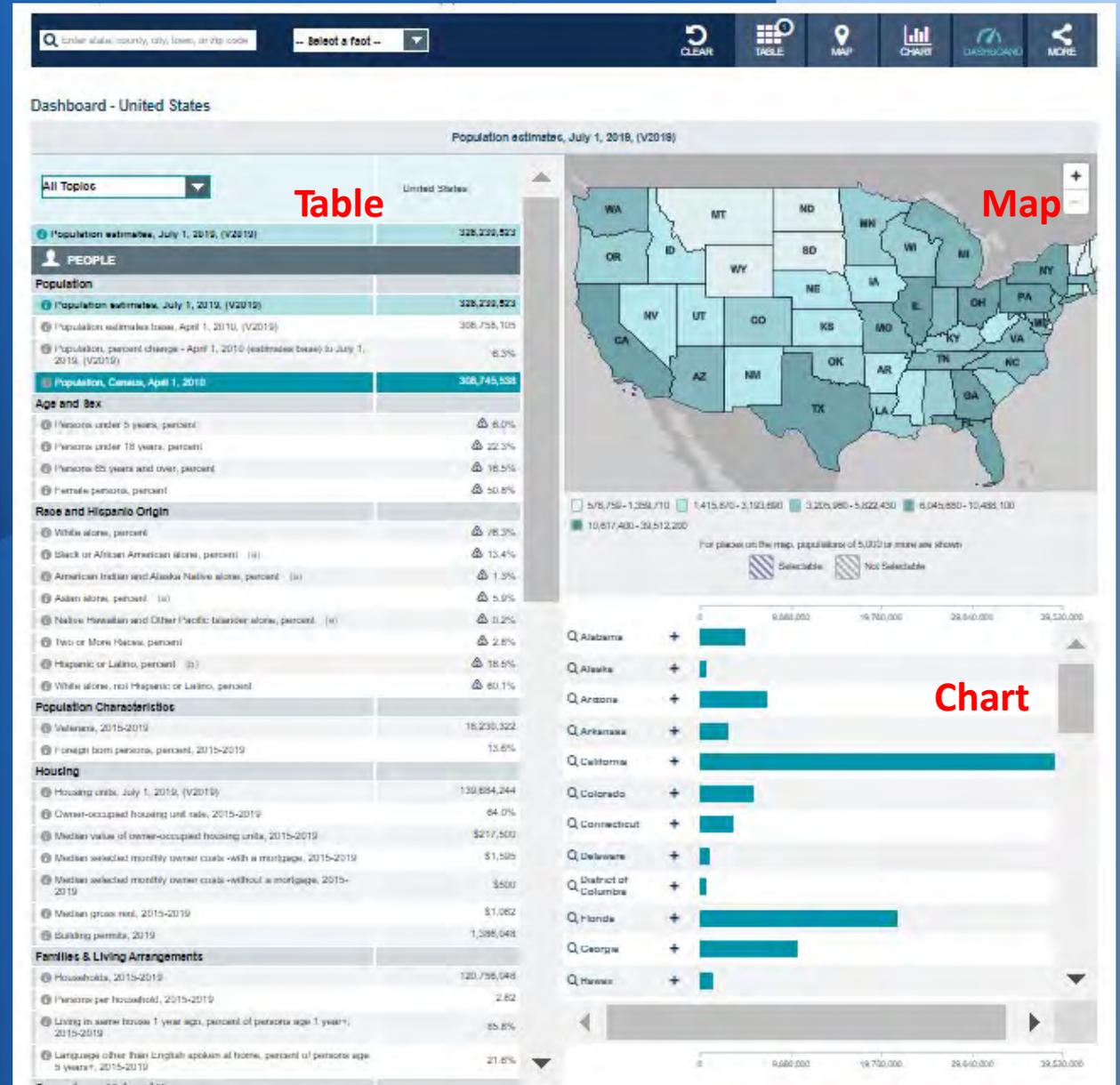
Estimate Type	U.S.	States	Metro/ Micro Statistical Areas	Counties	Cities and Towns	Puerto Rico	Puerto Rico Municipios
Total Resident Population	X	X	X	X	X	X	X
Components of Change (Births, Deaths, Net Migration)	X	X	X	X		X	
Population Characteristics (Age, Sex, Race, Hispanic Origin)*	X	X		X		X	X
Monthly Population (Five Universes**)	X						
Housing Units	X	X		X			
<p>* Includes state civilian population by age and sex</p> <p>** Resident, resident plus Armed Forces overseas, civilian, civilian noninstitutionalized, household</p>							

2. | Data Tools

QuickFacts

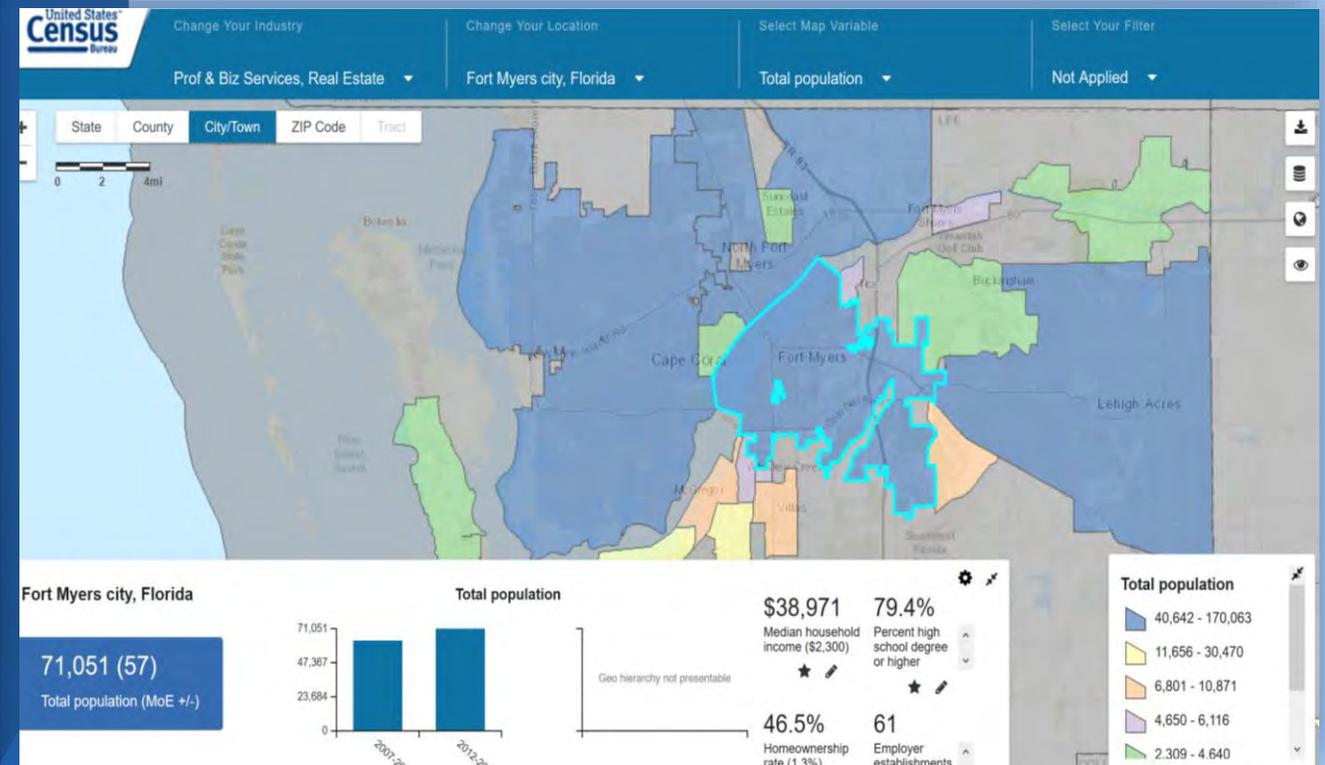
Statistics for all states and counties, and for cities and towns with a **population of 5,000 or more**.

- Compare up to Six Geographies Side-by-Side
- View Data through Tables, Maps and Charts
- Share, Embed and Download



Census Business Builder

- Easy to use, customer-focused
- Economic and demographic data viewable in a map, report, or table
- Trend charts to identify changes over time
- Compare data to neighboring counties, state, and national averages.
- Downloadable and Printable business reports



Local Employment and Housing Dynamics (LEHD)

OnTheMap

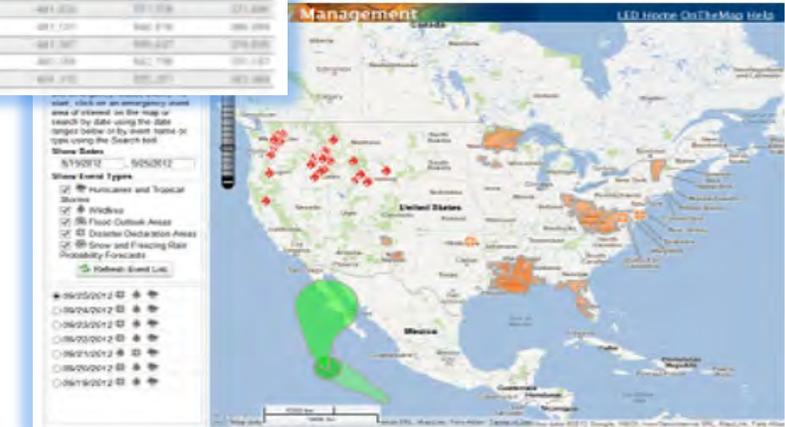
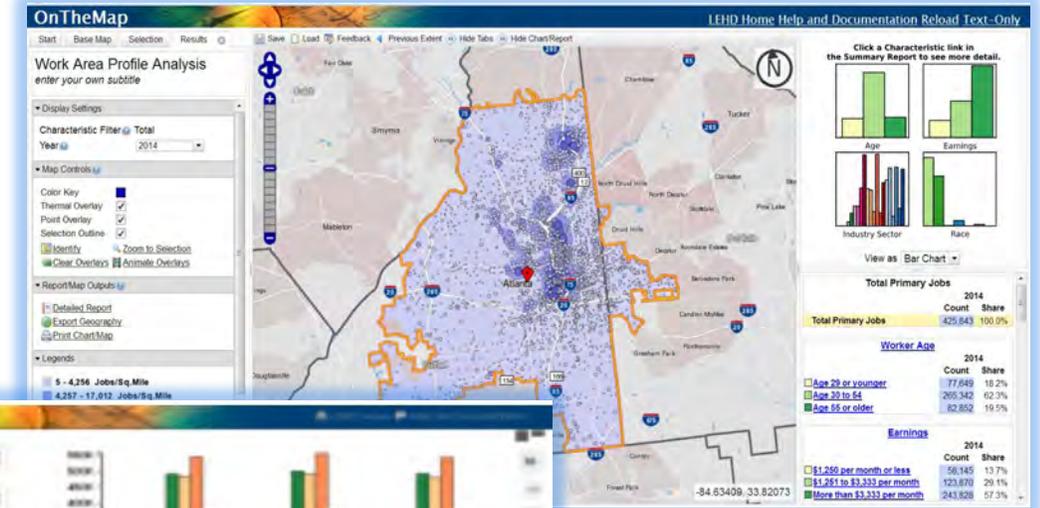
- Where Workers Live and Where Workers Work

QWI Explorer

- Quarterly Workforce Indicators (QWI) dataset through charts, maps and interactive tables

OnTheMap for Emergency Management

- Population and workforce statistics, in real time, for areas being affected by natural disasters



Covid-19 Recourse Hub

- Impact Reports
- New COVID19 Surveys and Estimates (Experimental)
 - Business Formation Statistics
 - International Population Data
 - Community Resilience Estimates
 - Weekly Small Business Pulse Survey*
 - Selected Monthly State Sales Tax and Collections
 - Weekly Household Pulse Survey*
 - Monthly State Retail Sales
- Demographic and Economic Analysis (9 Maps)
- Highlighted Datasets
- Additional Federal Agency and Other Datasets



COVID-19 Demographic and Economic Resources

United States Census Bureau

Share via: [Email](#) [Twitter](#) [Facebook](#)

Data Equity Tools

Additional Federal Datasets

Covid-19 Surveys and Estimates

Demographic and Economic Analysis

Highlighted Datasets

Categorical Datasets Search

V2.2 - 4/13/2021 Release.
[Sign up here](#) to stay connected. Your [Feedback](#) would be greatly appreciated.

US Demographic and Economic Data At A Glance

Population Aged 65 Years and Older	Total Uninsured Population	Total Employer Establishments	Total Non-Employer Establishments
50,783,796	28,248,613	7,912,405	26,485,532
American Community Survey (ACS) 2015-2019	American Community Survey (ACS) 2015-2019	County Business Patterns (CBP) 2018	Nonemployer Statistics (NES) 2018

covid19.census.gov

Covid-19 Surveys and Estimates

These Census Bureau experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.



Weekly Business Formation Statistics

The BFS provide timely and high frequency information on new business applications and formations in the United States.

[Dashboard](#)



Weekly Small Business Pulse Survey

This experimental survey measures the changes in business conditions on our nation's small businesses during the coronavirus (COVID-19) pandemic.

[Dashboard](#)



International Population Data

This dashboard shows selected population characteristics for 228 countries and areas in the U.S. Census Bureau's International Data Base.

[Dashboard](#)



Community Resilience Estimates (CRE)

The capacity of individuals and households within a community to absorb, endure, and recover from the health, social, and economic impacts of a disaster.

[Dashboard](#)



ACS Occupation Data

This dashboard provides estimates for select occupations from the 2015-2019 ACS 5-year.

[Dashboard](#)



Weekly Household Pulse Survey

This is a 20-minute online survey studying how the COVID-19 pandemic is impacting households across the country from a social and economic perspective.

[Go to](#)



Selected Monthly State Sales Tax Collections

Monthly State Sales Tax Collection is a new monthly measure of state government sales tax collections for selected sales tax.

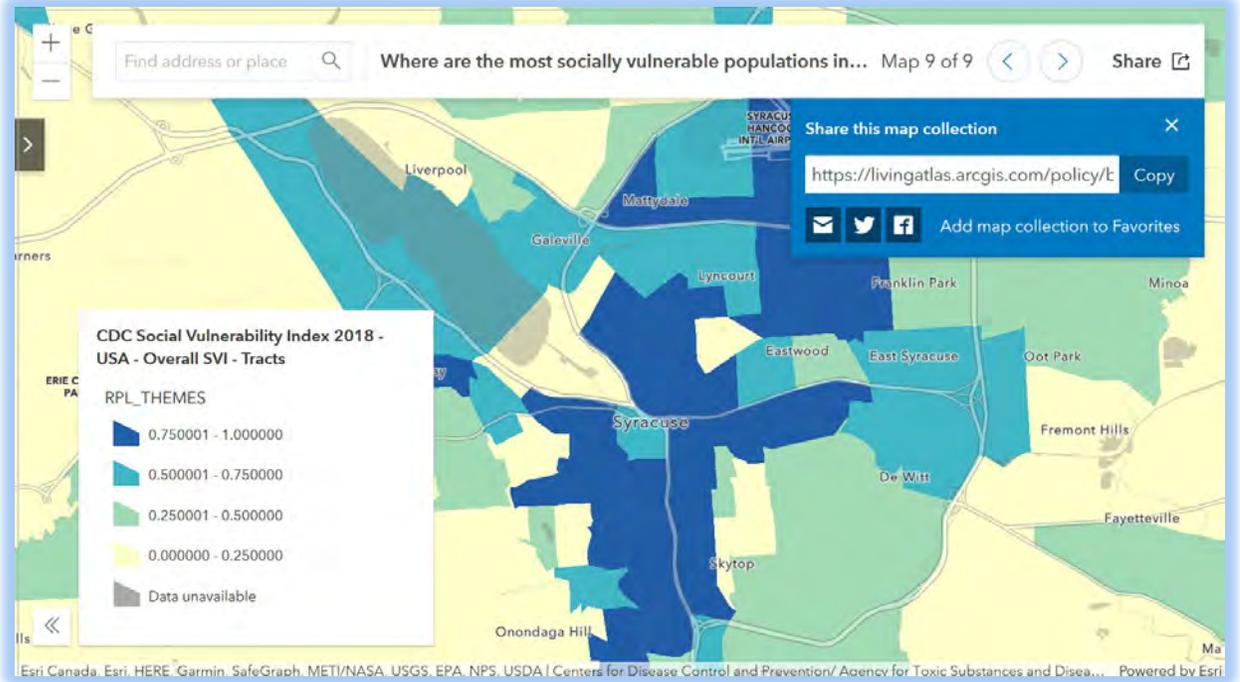
[Go to](#)



Monthly State Retail Sales

The Census Bureau has released the Monthly State Retail Sales (MSRS) an experimental data product featuring monthly state-level retail sales.

[Go to](#)



Categorical Datasets Search

The Census Bureau is the leading source of quality data about the nation's people and economy.



Demographic Characteristics



Housing Characteristics



Social Characteristics



Economic Characteristics



Business Characteristics



Employment Characteristics

Highlighted Datasets

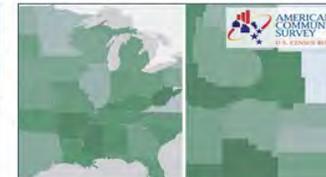
Age and pre-existing social vulnerability could be two factors that help provide a glimpse of American communities that might experience a punctuated demand for coronavirus (COVID-19) related healthcare.



ACS People Below Poverty

This layer contains the 2015-2019 release of data from the American Community Survey (ACS) about households that are below poverty. These are 5-year estimates shown by county, and state boundaries.

[Read More](#)



ACS Household Income < \$75,000

This layer contains the 2015-2019 release of data from the American Community Survey (ACS) about household income ranges and cutoffs. These are 5-year estimates shown by county, and state boundaries.

[Read More](#)



ACS Total Population Over 65

This layer contains the 2015-2019 release of data from the American Community Survey (ACS) about total population count by sex and age group. These are 5-year estimates shown by county, and state boundaries.

[Read More](#)

My Congressional District

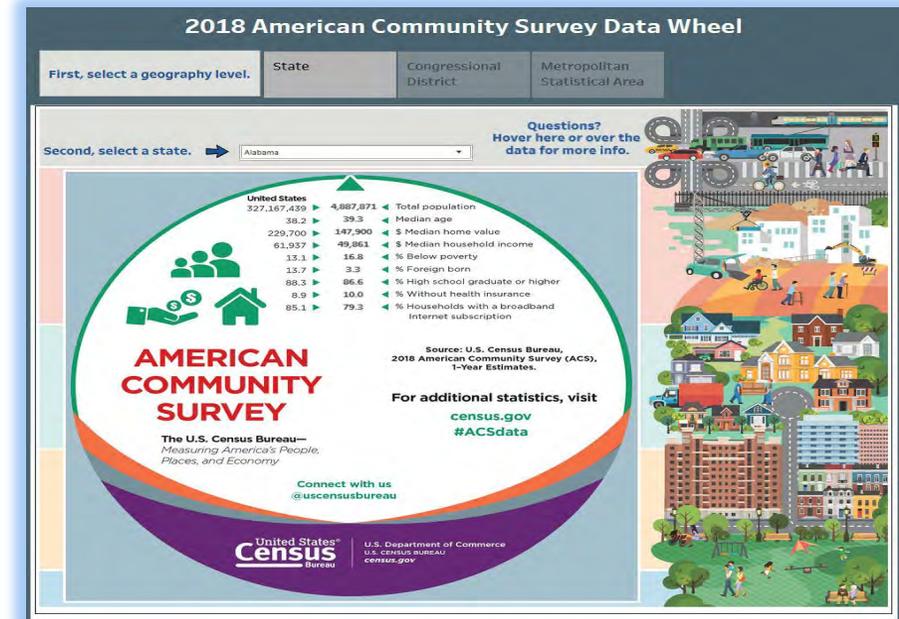
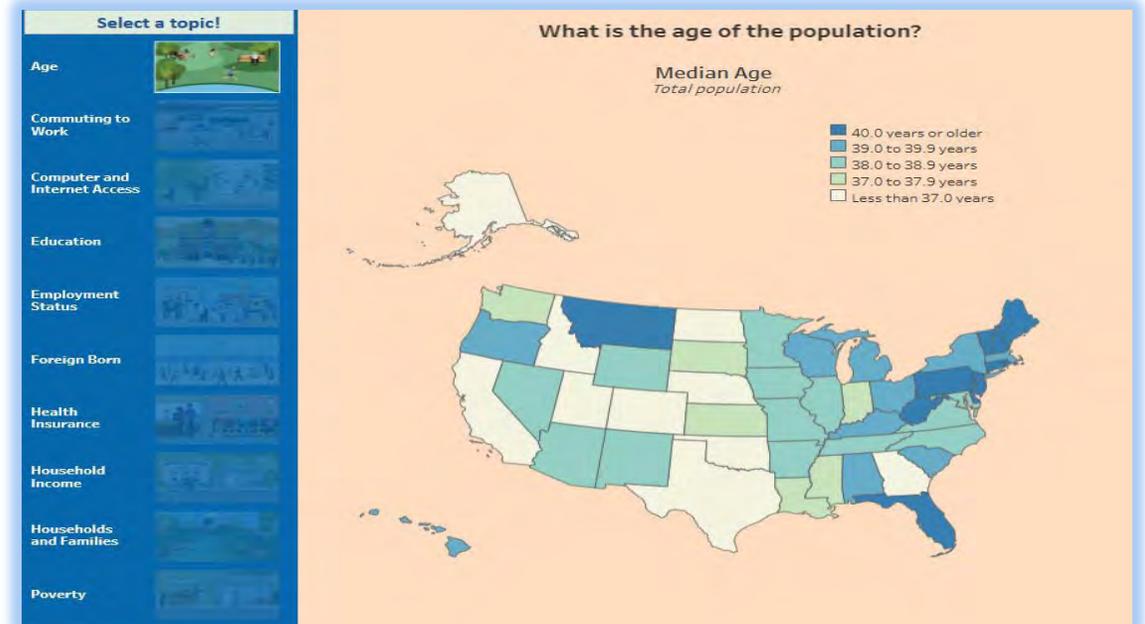
Quickly access Census data for your Congressional District

- Detailed Demographic, Social, Economic and Housing Statistics
- Easily Download data for one Congressional District or all Districts within a State
- Enter a Zip Code to Identify Congressional District

The screenshot shows the 'My Congressional District' website interface. At the top, there is a silhouette of the U.S. Capitol building with a red banner that says '117th Congress'. Below this, the title 'My Congressional District' is displayed in red. The interface includes two dropdown menus: the first is labeled '1 Select a State' and the second is labeled '2'. To the right of these menus are six icons representing different data categories: People, Workers, Housing, Socio-Economic, Education, and Business. Below the dropdowns is a map of the United States with state boundaries. To the right of the map is a text box explaining that the tool provides quick access to statistics from the American Community Survey (ACS) and County Business Patterns (CBP). Below the text box is a search bar with a question mark icon, labeled 'Need help finding your Congressional District?', containing the text 'Enter ZIP code' and a 'GO' button. At the bottom left, the United States Census Bureau logo is shown, along with the text 'U.S. Department of Commerce U.S. CENSUS BUREAU census.gov'. At the bottom right, it says 'POWERED BY: The American Community Survey and County Business Patterns'.

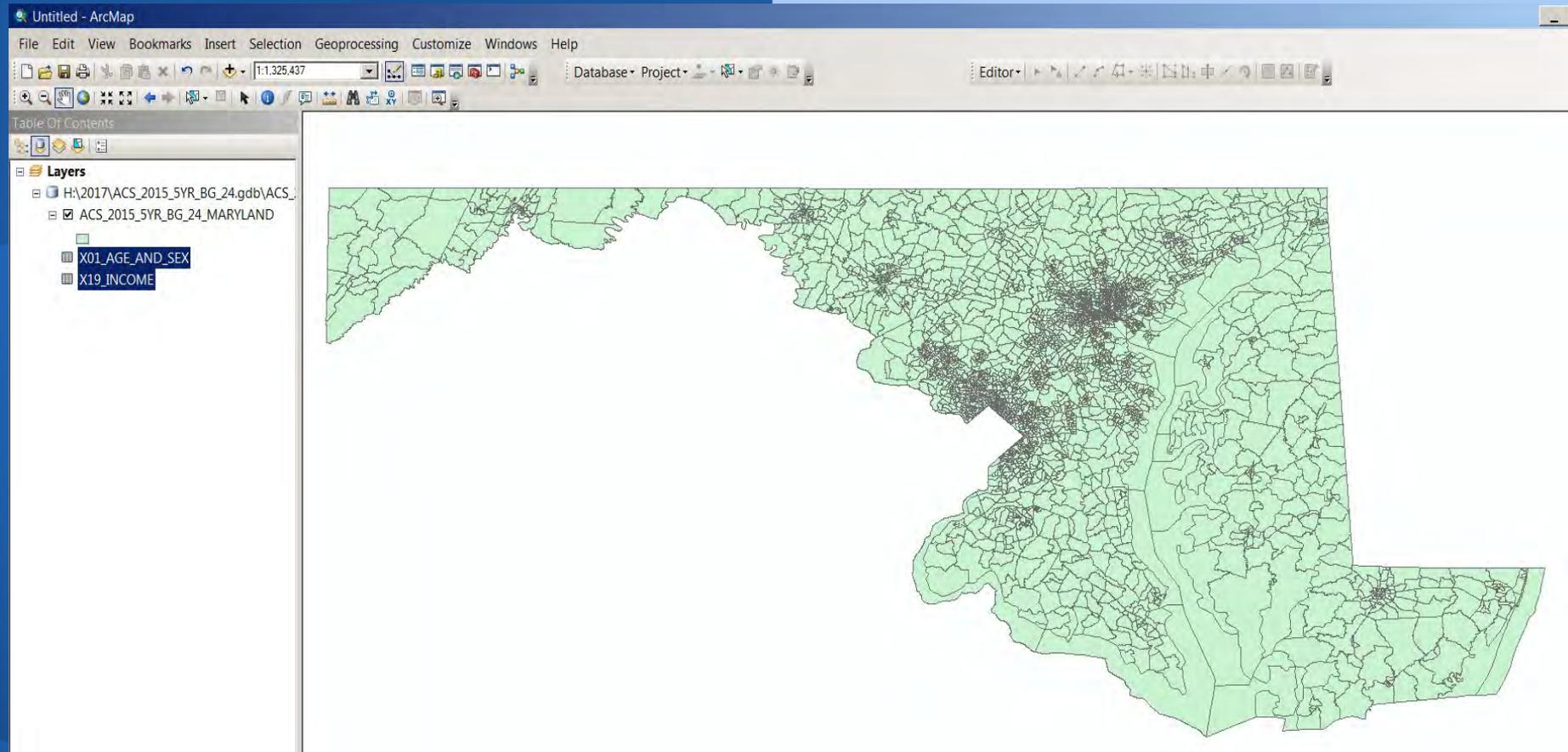
Application Programming Interface (API)

The API lets developers customize Census Bureau statistics into web or mobile apps that provide users quick and easy access from an increasing pool of publicly available datasets



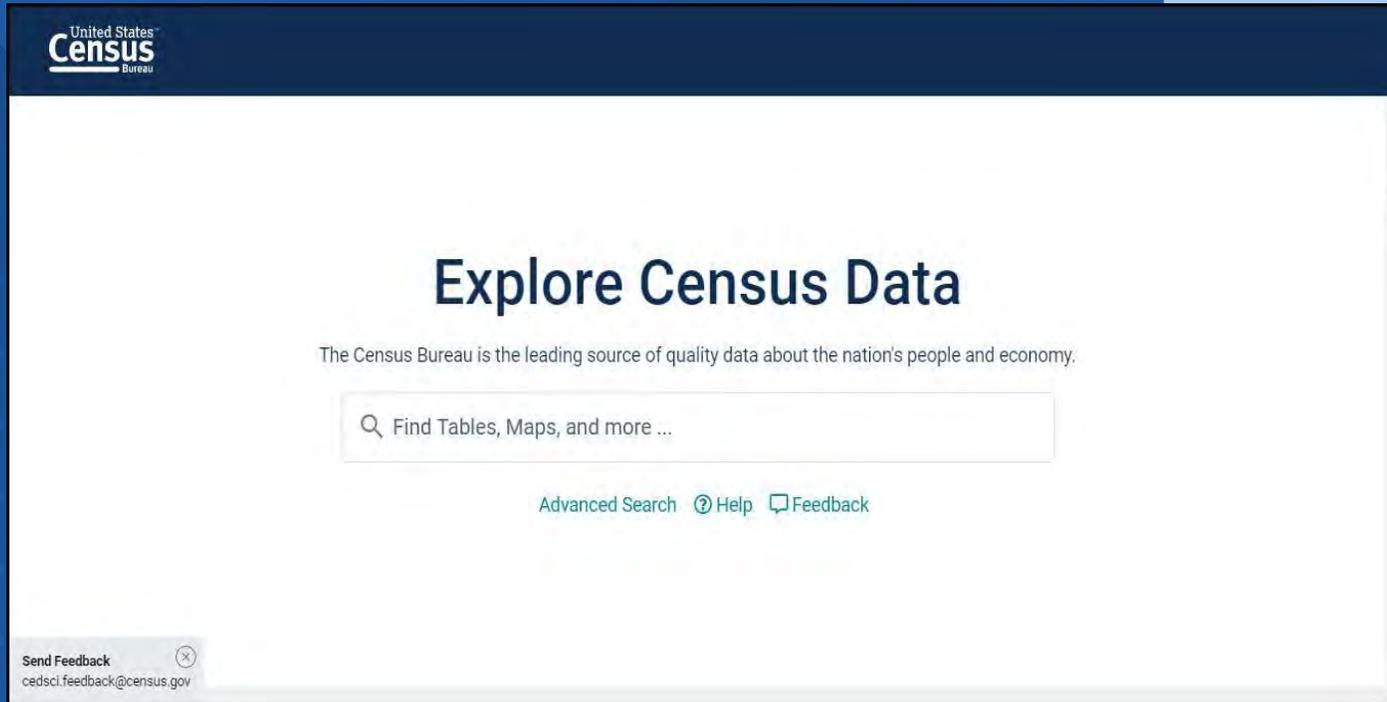
[census.gov/data/developers.html](https://www.census.gov/data/developers.html)

TIGER/Line Shapefiles With Selected Demographic Data

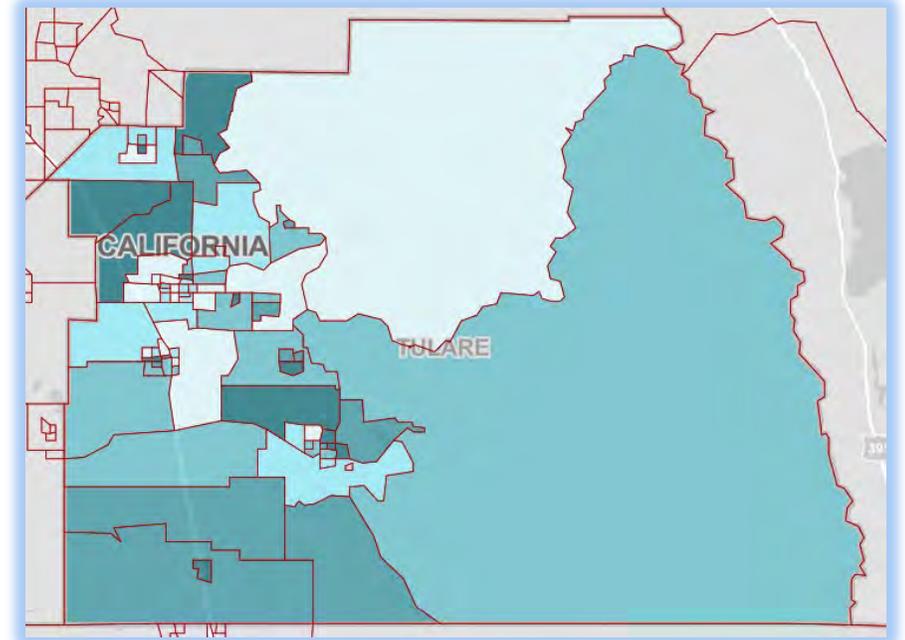


data.census.gov

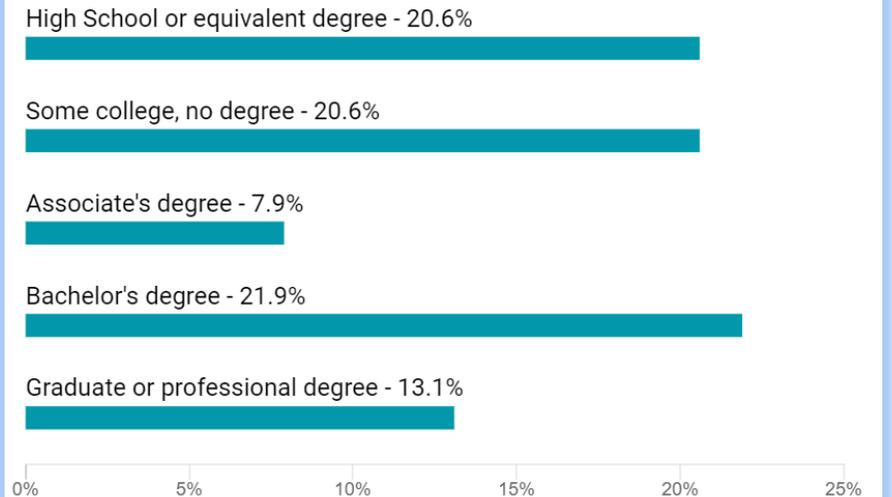
The Central Hub For Your Data Needs



The screenshot shows the homepage of data.census.gov. At the top left is the United States Census Bureau logo. The main heading is "Explore Census Data". Below it is a sub-heading: "The Census Bureau is the leading source of quality data about the nation's people and economy." A search bar contains the text "Find Tables, Maps, and more ...". Below the search bar are links for "Advanced Search", "Help", and "Feedback". At the bottom left, there is a "Send Feedback" button with the email address "cedsci.feedback@census.gov".



Education Attainment in California

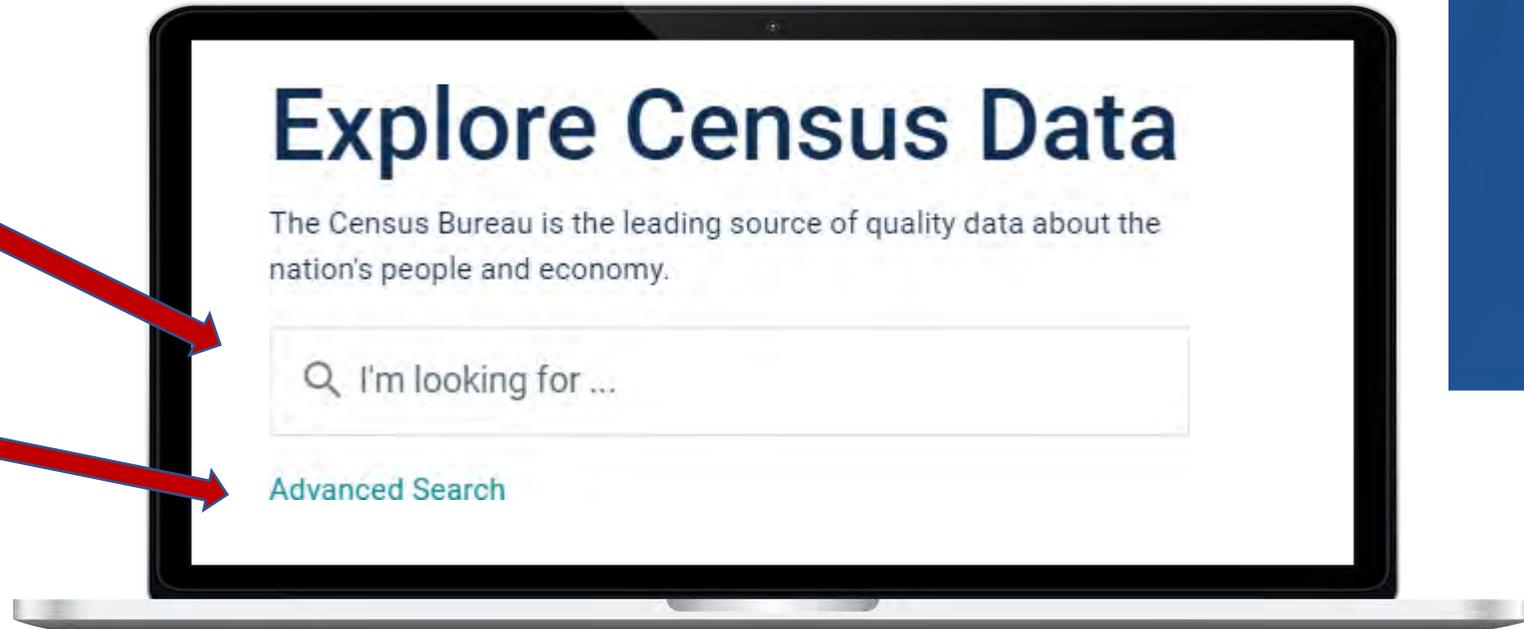


1. Single Search:

- Free form search box

2. Advanced Search

- Select search criteria in a step-by- step filtering experience where you select desired checkboxes



- You can find many results with either search option
- You can only access some complex topics/geographies using the advanced search. Give advanced search a try if you're not finding a quick answer to your data question with single search.

Advanced Search

United States
Census
Bureau

Search

Advanced Search

Narrow search with filters

FIND A FILTER

e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

- Topics
- Geography
- Years
- Surveys
- Codes

Please select a filter to narrow your search.

Selected Filters:

Use Advanced Search to Specify:

- Geographies with:
 - Complex names (ex: tracts)
 - Collections (ex: all counties in CA)
 - Components (ex: urban/rural)
- Multiple Topics
- Survey/Program/Table Type
- Population Groups
 - Race, Tribal, Hispanic Origin, Ancestry, and Foreign-Born Groups

3. | Resources

Q: How can I find a list of Data Summits?

A: On the Census.gov homepage, type “Data Summits” in the search bar. It will take you to the landing page listing all available webinars.

Q: Where can I find a recording of the previous summits?

A: The recordings are not ready at this time. An email will be sent to all registrants as they become available. You may also periodically check the Data Summit series [landing page](#) for updates.

The screenshot shows the '2021 Data Summit Series' landing page. At the top, the United States Census Bureau logo is on the left, and a search bar with a magnifying glass icon and the word 'Search' is on the right, highlighted with a red border. Below the logo is a navigation menu with 'DATA GEMS', 'WEBINARS', 'COURSES', and 'RESOURCES'. A breadcrumb trail reads: // Census.gov > Census Academy > Webinars > 2021 Data Summit Series. Social media icons for Facebook, Twitter, and LinkedIn are on the right. The main heading is '2021 Data Summit Series'. Below it is a 'Description' section with the text: 'You are invited to join the U.S. Census Bureau's 2021 Data Summit Series. Designed for the novice data user, the series will present a high-level overview of several data products and demonstrate how they can be used to assist organizations and businesses identify data-driven solutions to challenges.' The 'All Webinars in this Series' section features four webinar cards, each with a date, title, and description. A red box highlights a 'SHOW MORE' button in the top right of this section. The webinar cards are: 1. April 08, 2021: 'Census Data for Everyone: Why it Should Matter to You' (Learn about how your responses to Census Bureau surveys are used to create publicly available data products). 2. April 13, 2021: 'Census Bureau Data for the AIAN Population and Businesses' (This webinar will show you how to explore the data and tools that the Census Bureau offers for the AIAN population and AIAN-owned businesses). 3. April 15, 2021: 'Census Bureau Data for Philanthropic and Non-Profit Organizations' (This webinar will take a dive into data from decennial censuses, various surveys, and examine statistics to give a more complete portrait of those you serve). 4. April 20, 2021: 'Accessing Census Bureau Data for Rural Communities' (This webinar will teach basic Census geography, rural vs. urban terminology, as well as tools and tables using the ACS for the contemporary rural landscape).

Data Dissemination and Training

- ✓ **Bring our data experts to you.**

Request a free data training for your organization.

- ✓ **Receive our Data Gems.**

These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

- ✓ **Get access to our Courses.**

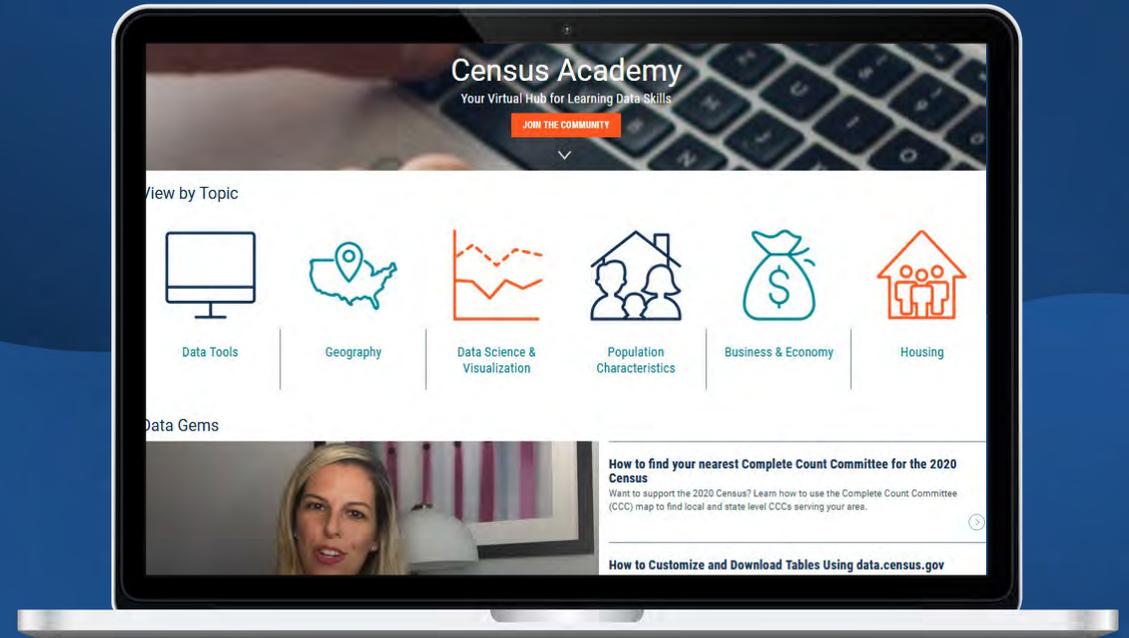
You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

- ✓ **Interact with our instructors via Webinars.**

Learn about our data releases and tools while attending these live virtual classes.



Census.gov/Academy



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Census.askdata@census.gov

1-844-ASK-DATA

*Share your ideas and feedback at
census.academy@census.gov*



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Telephone: 202.430.0375



Data Dissemination and Training

- ✓ Respond to data inquiries
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