

CONTENT HUB

America Counts: Stories Behind the Numbers

WHAT IS THE CONTENT HUB?

- A new landing page designed in the style of a news website, including headlines, bylines, images, graphics and videos
- It will be accessed via the Library tab on [census.gov](https://www.census.gov)
- We will promote content on the hub in the slider/ribbon at the top of [census.gov](https://www.census.gov)

WHY ARE WE DOING THIS?

- To reach a broader audience
- To improve the way we showcase our work
- To provide a platform for our partners (i.e. SDCs, CICs)
- To improve survey response rates
- To provide media-ready “stories” and content ideas for a shrinking pool of demographic reporters

WHO PRODUCES CONTENT?

- We work with SMEs and program areas to generate ideas – not just from individual areas but across program areas
- We work with PIO to coordinate content creation at the time of data releases
- We repurpose rich content currently on census.gov, from Random Samplings, press releases, Research Matters, etc.
- I, along with the PIO, CNMP and CLMSO teams, will write some of the stories, conduct Q&As for stories, podcasts and videos

Working with SDCs

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs



- Topics**
Population, Economy
- Geography**
Maps, Products
- Library**
Infographics, Publications
- Data**
Tools, Developers
- Surveys/Programs**
Respond, Survey Data
- Newsroom**
News, Blogs
- About Us**
Our Research

Census.gov | Advisors, Centers and Research Programs | State Data Center (SDC) Program | Special Projects | State Population Trends

State Data Center (SDC) Program

About this Section

Events

Member Network

Partner Resources

Special Projects

Related Sites

Contact Us

State Population Trends



Some of our State Data Center partners discuss what the latest U.S. Census Bureau state population estimates reveal about population changes and trends in their regions.

Collapse All

Expand All

▶ **Alabama**

▶ **New Mexico**

▶ **District of Columbia**

▶ **North Dakota**

▶ **Kentucky**

▶ **Oregon**

▶ **Louisiana**

▶ **Tennessee**

▼ **Michigan**

▼ **Texas**

Michigan has enjoyed an increase in births and international migration. Domestic out-migration, however, continues as more people leave Michigan for Chicago to the West and the sunbelt

Texas continues to have strong population growth in the second decade of the 21st century. This growth is from a robust and balanced combination of natural increase and net migration that pushed the state's

What Drives Population Change?

Featured Story

America Counts: Stories Behind the Numbers

Population



Rural Economy Extends Beyond the Farm

Economy



A Third of Young Adults Live With Their Parents

Families



Voter Turnout for Non-Hispanic Black Population Declines

Population



Majority of children live with two parents

Families



US Population Reaches 325 Million ... Again

Population



Census.gov > Library > America Counts: Stories Behind the Numbers

What Drives Population Change?

Featured Story

America Counts: Stories Behind the Numbers

Population



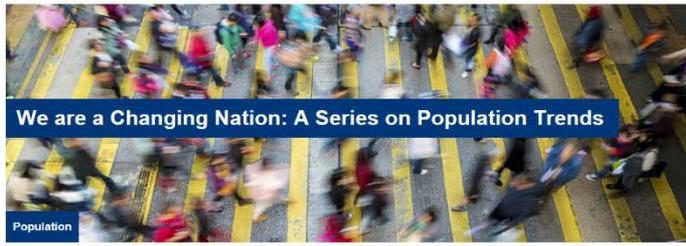
Rural Economy Extends Beyond the Farm

Economy



Families

A Third of Young Adults Live With Their Parents



Births, Deaths, and Migration Transform Communities

Jason Devine | May 2017

The U.S. population is constantly changing. As a nation, we are growing older and becoming more diverse. To help us better understand our nation's demographic transformation, the Census Bureau is developing a series of features. Each will explore the experiences of the U.S. population as these changes play out in every region and state across the nation.

Studying Population Change

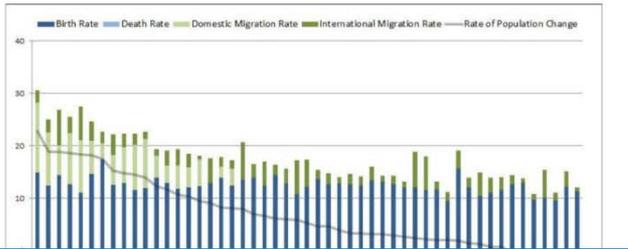
Census Bureau demographers produce and analyze population estimates and projections to measure changes in age structure, the ratio of men to women, and the racial and ethnic make-up of the nation's population. Demographic trends become apparent to us in many ways, such as the types of businesses we see in our communities, the people we encounter at the grocery store, or even the make-up of our own families. Many different stories interact to shape our future population. Yet underlying all these stories are just three basic demographic processes that are responsible for all changes to a population: births, deaths, and migration.

For a primer on these demographic components of change, check out this earlier blog [blogs.census.gov/2016/03/24/growth-or-decline-understanding-how-populations-change/].

This is the first feature in our series, which seeks to provide a broad overview of national trends by region and state. We will highlight the main drivers of change in the population: natural increase (more births than deaths) and natural decrease (more deaths than births); net domestic migration (people crossing state or county lines); and international migration from or to other countries. Under each category, we will highlight the states whose populations were most affected by these factors.

Our first two features in the series will focus on states where births and deaths affected the population the most. We will follow that with features on states that gained or lost through domestic migration and states that grew because of international migration. Once the main drivers of change are covered additional features covering a variety of topics related to population change will follow. Some features will take the form of interactive web-based applications, which will allow for a more complete exploration of the demography driving our nation's stories.

The graphic below allows you to see the demographic components of change for all 50 states and the District of Columbia.





Jobs, Marriage and Kids Come Later in Life

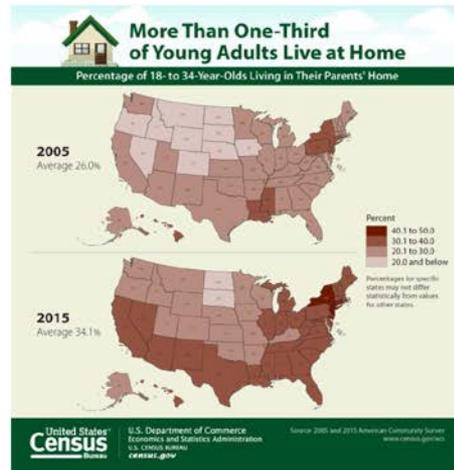
Jonathan Vespa |

Young adults are experiencing traditional milestones such as getting a job, marriage and having children at a much later age than their parents.

One of the striking signs of delayed adulthood is the rising number of young adults who live in their parents' home – now the most popular living arrangement for young adults.

A third of young people, or 24 million aged 18 to 34, lived under their parents' roof in 2015. More young adults lived with parents than with a spouse in 2016. Almost 9 in 10 of the young people who lived with their parents a year ago are still living there.

A new U.S. Census Bureau report, *The Changing Economics and Demographics of Young Adulthood: 1975–2016*, looks at changes in young adulthood over the last 40 years. The report focuses on the education, economics and living arrangements of today's young adults and how their experiences differ in timing and degree from what young adults experienced in the 1970s.



What was once ubiquitous in their 20s is now not commonplace until their 30s – a trend that some demographers describe as a new stage between childhood and adulthood. They call it "emerging adulthood."

A look at this new generation of young adults:

- 1 in 4 young people living in their parents' home (about 2.2 million) neither go to school nor



5 Things You Need to Know About Franchises



Economy-wide Statistics Division | October 2016



It's a segment of the U.S. economy that brought in more than \$1.3 trillion in a single year and covers everything from gyms, hotels, and carpet and upholstery cleaners to fast-food restaurants.



Franchises are relatively new to the Economic Census (first measured in 2007), making it a part of the economy that many people don't know a lot about. But it's the only place to find comprehensive data on the breadth of franchise businesses. Here's a peek at the economic segment that employed more than 7.3 million people in 2012.



1. More than 488,000 businesses in 258 industries operate as franchises.
2. The top franchise industry employer in the country? Fast-food restaurants. Fast-food franchises employ more than 2.6 million Americans and combine to make up the largest franchise industry in the country.
3. 23 percent of all fast-food jobs in the country are located in just two states - Texas and California. The two states are ranked first and second, respectively for fast-food employees in the U.S.
4. While fast-food restaurants may be the biggest franchise industry employer, new car dealerships far exceed all other industries in sales. In 2012, franchise auto dealers pulled in nearly \$673 billion in sales - more than half of total franchise sales.
5. With such a wide range of industries included under the franchise category, there are bound to be quite a few that may surprise you. One you might not have considered? Repossession services.



You can find comprehensive data about franchises on American Fact Finder.



 **American Fact Finder**

This story was posted in: **Business**

Tags:
Business, Economy.



Cards Open With Teaser Text





Population Rising in Coastal Counties

The United States has not been struck by a major hurricane in 12 years but as the 2017 Hurricane Season begins, Census Bureau statistics are critical to emergency planning, preparedness and recovery efforts.

Hurricane season officially started June 1 and extends to Nov. 30 and every year, more people live in the path of storms and hurricanes.

Population in 185 coastal counties has increased 9.4 percent in 10 years, from 54.5 million on July 1, 2006 to 59.6 million on July 1, 2016, according to U.S. Census Bureau estimates. An estimated 44.8 percent of the nation's population live in coastal states from Maine to Texas along a coastline that stretches over 46,510 miles.

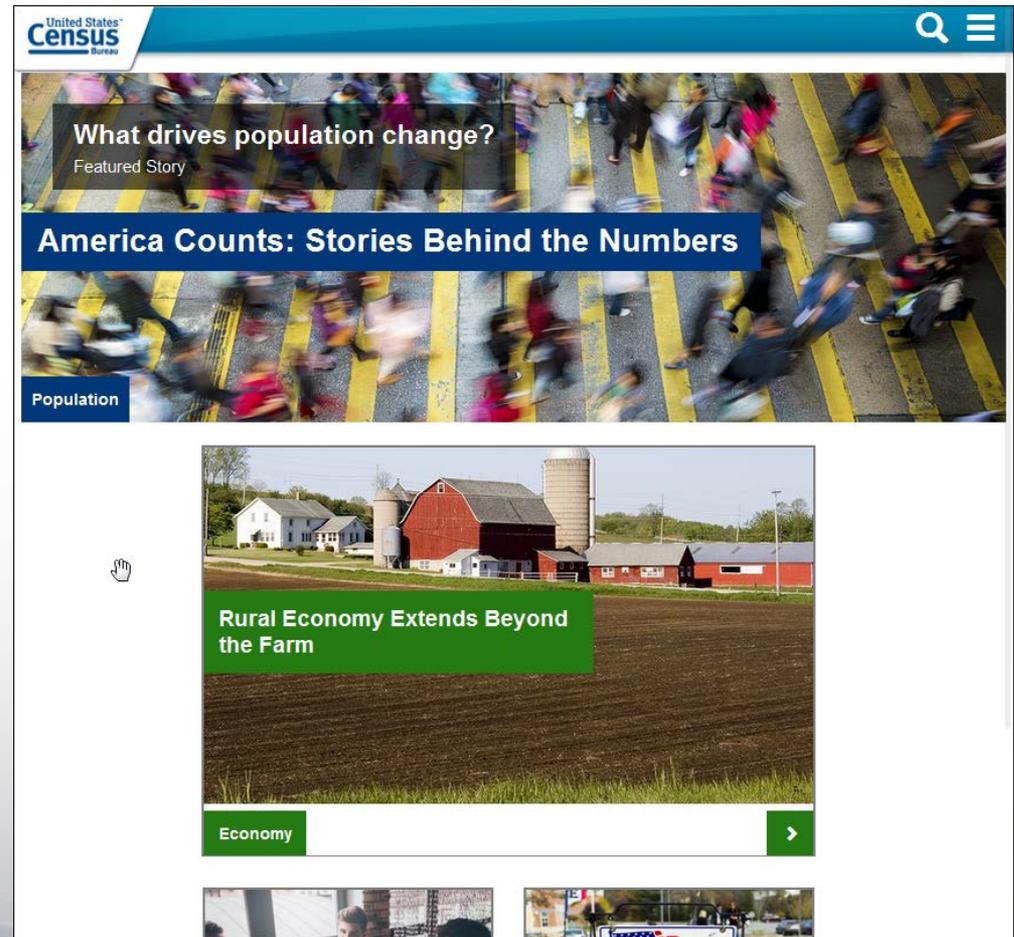
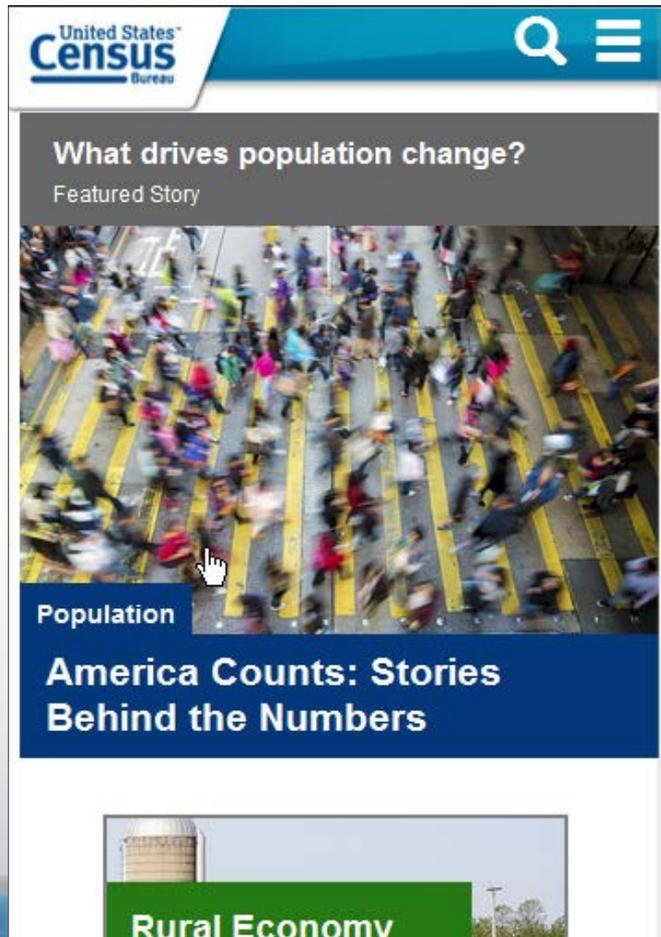
The areas most threatened by Atlantic hurricanes are 129 counties along the Atlantic Coast and 56 along the Gulf of Mexico.

The Census Bureau's local and economic demographic statistics from the American Community Survey gives communities a detailed look at neighborhood-level data for real-time emergency planning.

In the aftermath of Hurricane Katrina, the Gulf Coast faced many years of rebuilding and knowing how populations were rebounding was critical to community leaders and planners. To learn more about how the Census Bureau produced population estimates for places where many homes were

Phone

Tablet



WE ARE NOT ALONE

Our counterparts in the Netherlands have transformed the way they deliver their content and have redesigned not just one page, but their home page to look like a news site.

Let's take a look...



10% of Dutch agricultural exports destined for UK

Featured

Internationalisation Monitor 2017
First quarter

Education more challenging with Big Data

More flexible access to CBS microdata for researchers

CBS video

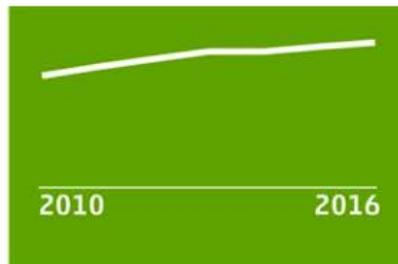


What is the Business Cycle Tracer?
(English subtitles available)



Volume of exports to Scotland relatively low

yesterday 15:00



Increased trade with the UK in 2016

yesterday 15:00



Fewer bulb growers cultivating more land

21/04/2017 15:00

Expected



Asylum requests by unaccompanied minors
tomorrow 15:00

Asylum requests
tomorrow 15:00

Stats Netherlands



Largest house price increase in 15 years

21/04/2017 15:00



Growing export dependence Dutch manufacturing industry

20/04/2017 15:00



Consumer spending up by almost 1 percent in February

20/04/2017 15:00



Sustained decline unemployment

20/04/2017 15:00



Lower growth rate investments in February

20/04/2017 15:00



Consumer confidence at highest point in over 16 years

20/04/2017 15:00

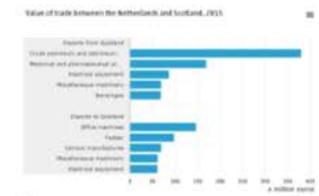


28/04/2017 15:00

Twitter

CBS.nl Statistics
@statisticscbs

Which #products hold the highest share in #trade with #Scotland? cbs.nl/en-gb/news/201...



Source: CBS's Research & Customs Trade Statistics and own calculations

CBS.nl Statistics
@statisticscbs

#Netherlands-#Scotland #trade figures: cbs.nl/en-gb/news/201... #internationalisation #brexit

MEET OUR BOARD MEMBERS

We have created an editorial board that represents key program areas

- **ADCOM:** Stephen Buckner, Haya El Nasser, Jane Callen, Michele Hedrick, Jennifer Shopkorn
- **PIO:** Christine Taylor, Naomi Evangelista, Janet Sweeney, Julie Iriondo, Danielle Conceicao, Donna Tillery, Virginia Hyer, Nadine Huntley Hall, Moniqua Roberts
- **CNMP:** Derick Moore (content calendar/Stats for Stories), Kimberley Glascoe (social media)
- **CLMSO:** Neil Tillman, Cheryl Lee, Deborah Rivera Nieves, Nesreen Khashan
- **OCIA:** Mark Dorsey

Board Cont....

- **ECON:** Chip Walker, Omari Wooden, Lynda Lee, Andy Hait,
- **POP:** Marc Perry, Benjamin Bolender
- **SEHSD:** Sharon Stern
- **R&M:** Jennifer Holland
- **ACS:** Jennifer Ortman

ABOUT THE NAME

“America Counts: Stories Behind the Numbers” is intended to describe the content we will offer.

- There are ***demographic & economic trends*** behind the numbers and we will tell the stories.
- There are also stories about ***how we collect the data***. We want to tell partner stories to help us target hard-to-count areas – stories that show how Census data are used at the state, community and neighborhood level.

Content Hub Editorial Calendar			May & June											
CODE	SOURCE MATERIALS				HUB DATES				KEY HUB CREATORS					
yyymm##	Type	Name of Content (+ hyperlink to census.gov)	Owner (Div)	SME	Pre Date	On Date	The Date	Off Date	Hub Editor	SME Review	CMS Author	PIO Approv		
24	170401	FFF	Older Americans Month (MAY)	PIO		04/10/17	05/01/17	05/31/17	Haya					
25	170401	Graphic	An Aging Nation	PIO		04/10/17	05/01/17	05/31/17	Haya					
26	170402	FFF	Mother's Day (May 14, 2017)	PIO		05/01/17	05/14/17							
38	170408	FFF	Father's Day (June 18, 2017)	PIO		04/20/17	06/18/17							
40	170410	FFF	2017 Hurrican Season Begins (June 1)	PIO		04/24/17	05/15/17	06/01/17	11/30/17					
42	170412	SFS	Teacher Appreciation Week (May 7-13, 2017)	SESHD	Lynda Laughl	04/24/17	05/07/17	05/13/17	Haya					
44	170414	SFS	National Small Business Week (1st week May)	CNMP	Various	04/26/17	04/30/17	05/06/17						
58		SFS	Bike Month (add Bike to School Day)				05/01/17							
59	170501	Econ Ind.	Construction Spending (Construction Put in Pl	EID		05/01/17			Haya					
60	170502	SFS	Teacher Appreciation Day (May 9, 2017)	SESHD	Lynda Laughl	05/02/17	05/09/17		Haya					
61	170503	Tip Sheet	2017 Capital Spending Report: US capital speni	ECON	Lynda Lee	05/03/17								
62	170504	Econ Ind.	U.S. International Trade in Goods and Services	EID		05/04/17			Haya					
63	170504	Blog GR	U.S. International Trade in Goods and Services	EID		05/04/17								
64	1705--	Tip Sheet	2016 Current Pop Survey Fertility Table Packag	POP	Lindsay Mon	05/04/17								
65	1705--	Blog RS	2016 Current Pop Survey Fertility	POP	Lindsay Mon	05/04/17								
66		Econ Ind.	Final U.S. Imports for Consumption of Steel Pr	EID		05/04/17								
67	170505	Econ Ind.	Full Report - Manufacturers' Shipments, Inven	EID		05/04/17			Haya					
68	170506	Graphic	My Tribal Area	CNMP		05/04/17								
69	170506	Tip Sheet	My Tribal Area			05/04/17								
70	170506	Blog Dir	My Tribal Area			05/04/17								
71	170507	FFF	July 4th	PIO	Various	05/04/17	07/04/17							
72	1705--	SFS	National Nurses Week				05/06/17	05/12/17						
73	1705--	SFS	US Pop Clock to hit 325 million (again) (approv	CNMP	Various	05/05/17	05/07/17		Haya					
74	170508	Econ Ind.	Monthly Wholesale Trade: Sales and Inventori	EID		05/09/17			Haya					
75	170509	Tip Sheet	Voting and Registration Supplement to CPS	SEHSD	Thom File	05/10/17								
76	170509	Graphic	Voting and Registration Supplement to CPS	SEHSD	Thom File	05/10/17								
77	170509	Blog RS	Voting and Registration Supplement to CPS	SEHSD	Thom File	05/10/17								
78	170510	Econ Ind.	Advance Monthly Sales for Retail and Food Se	EID		05/12/17								
79	170511	Econ Ind.	Manufacturing and Trade: Inventories and Sale	EID		05/12/17								
80	170512	SFS	Bike to Work Day (approved)	CNMP	Various	05/12/17	05/19/17							
81	170513	SFS	Armed Forces Day (pending)	CNMP	Various	05/13/17	05/20/17							
82	170514	Econ Ind.	New Residential Construction (Building Permi	EID		05/16/17								
83	170515	SFS	Kentucky 225th State Admission Anniversary	CNMP	Various	05/18/17	06/01/17							
84	170516	Econ Ind.	Advance Services Report	EID		05/19/17								

QUESTIONS?

<http://author-publish.cms.asd.census.gov/library/stories.html>