Welcome and thank you for standing by. I'd like to inform all parties that today's call is being recorded. If you have any objections, you may disconnect at this time. All participants will remain on a Listen Only mode for the remainder of this call up until the Question and Answer session. I'll now turn the call over to your host Heidi Crawford. You may begin.

Heidi Crawford: Thank you, Rebecca. Thank you for joining us today for "The Life Cycle of a Piece of Data." My name is Heidi Crawford, and along with my partner today, David Kraiker, we are Data Dissemination Specialists with the Census Bureau. And we are just a few of the Data Dissemination Specialists across the country that are available to conduct training presentations and we respond to data inquiries from data users and our other stakeholders. I'm responsible for activities in Alaska, Oregon, and Washington. And David services New York state and Northern New Jersey.

We'll also provide you with our contact information at the end of today as well as our general email and phone number, so if you would like to find out who your local DDS is.

This session will trace how Question 16, Health Insurance and Health Coverage Plans of the American Community Survey, moves from conception to data collection, statistical release, and then who and how it is used. Then following the presentation, you'll look at an example of finding the data in American FactFinder and then also how to find data while learning more about the question itself.

The webinar will last about an hour. We'll include time for questions. We'll have a Q&A session during our session and then also after the webinar. But we also have the chat box that is open and available, and David and I will try and do our best to try and address questions through the chat during the session as well.

So to begin, I'd like to start with just a quick overview of the American Community Survey. And the ACS, the American Community Survey, or as we like to say, the ACS, because we like our acronyms at the Census Bureau, samples approximately 3.5 million addresses annually, which comes out to about 290,000 addresses a month.

And these data are collected continuously throughout the year to produce annual social, economic, housing, and demographic estimates. An ACS covers resident population of the United States and Puerto Rico for people living in housing units and group quarters.

And when I talk about housing units, you can think of, you know, your traditional living arrangement, such as a house or apartment or a mobile home. And then in terms of the group quarters, our group quarters living arrangements might look like dorms, correctional facilities, or barracks.
And then the difference between the ACS and the Census, so the decennial is conducted every two years, and as many of you know, we're gearing up for the 2020 Census.

The ACS is a sample survey that happens every year throughout the year, and essentially the ACS replaces the Census long form. So last time we did the Census long form was in the 2000 Census. And that was about when one in seven people received that long form. And I can say I’m actually - I was very excited because I actually received that long form myself. In terms of content for the American Community Survey - go ahead, next slide. Thanks, David. The content is collected in four main types of buckets or characteristics. We’ve got our Social, our Economic, our Housing, and Demographics. Now each question on the ACS, it is required for federal and state government programs.

And in terms of what we are exploring today, we ask questions about health insurance coverage to create statistics about the percentage of people covered by health insurance and sources of health insurance.

And then local, state, tribal, and federal agencies use this health insurance coverage data to plan government programs. They might use it to determine eligibility criteria, and then encourage eligible people to participate in health insurance programs.

So now David will go ahead and walk through the process and provide an example of how groups use this data.

David Kraiker: Thank you, Heidi, for turning that over to me. I just need to say that I am on slide number six. I know some people couldn’t dial in so they’re just listening and following the PowerPoint.

So this a study I did sort of like a life cycle study or a trajectory of something [inaudible] that begins and ends. So how did we get this question on the form? It was sort of an interagency cooperation and a different - they had to go through the Office of Management and Budget in the Census Bureau. And they had to work it out how they would insert yet another question on our ACS Questionnaire that has more than 70 questions on it by the way.

So the present question evolved from a disability question that was on the form back in 2000. And because of changes to Children’s Health Insurance Program, the Reauthorization Act, it was brought to our attention that they needed to get extra information. And so information - a notice is put in the Federal Register that new content was going to be added. It was at the request of the CDC. And then once that was approved, it was put on the ACS form in 2008.

At that time it was Question Number 15. But because things do move around a little bit sometimes on the ACS Questionnaire, eventually it evolved into Question 16.

So, how do we actually go out and get that data. It starts in something called the Master Address File. In-house we call that the MAF. And then we have something called the TIGER, Topologically Integrated Geocoding and Encoding Referencing system.
Basically it's a live, breathing, active map that we have, a system of streets and line work, and we sort of marry that up with the Master Adjust File. They pull the two together and that's where the beginning of what we use to start interviewing people and sending questionnaires out, so.

So that MAF TIGER System - we take a snapshot in time and we call that an extract. We do it probably twice a year, sometimes more than twice a year. But usually twice a year. That snapshot of that live living, breathing system is sent over to another part of the Bureau. Actually from Geography. And they're going to start pulling out the addresses that they want to sample.

And we have 16 different sampling rates around the country. Some areas that are harder to count we oversample. Some areas we - I don't say undersample, but we sample just that we need. So it is pulled from the MAF and it is sent over to our Processing Branch and then they start it going, okay?

So they send that - they list the addresses to National Processing Center, and that's in Jeffersonville, Indiana, just to pull up - across the river from Louisville, Kentucky. Then NPC begins pulling those addresses and they send them cards and letters and packets that they're going to send out to households in order to get ACS data.

So, let's think about that. And the card and the letter and the questionnaire go out to a household. And we have two - no matter what we say, we always call people the respondent even if they want to respond or if they don't want to respond. But in this case, it goes to the home of somebody who's agreeable, an agreeable respondent, we'll say.

And the person that I interviewed for this actually had three different generations living in the household, and their size - just five people living there. And what that person did was to fill up his section of the form, and then he passed it around to his offspring, and they pass it around to their offspring. So each person filled in their section of the form.

At one point he had trouble. He didn't really know how to answer a question about health insurance. And so he called the Help Line, and he found that they were very courteous and they sort of walked him through it and explained, you know, where his answer - how it would help or, you know, how it would fall into the greater picture of statistics.

And so finally that was all filled out and he sent it back to National Processing Center. So keep in mind that thing start there and then finish there. And so it comes back, this sort of big form that you unfold and everything. And we send it to what we call Guillotine, and then - so we cut off the folds and then we take the pages and we scan them through a system, and then they are transcribed, okay?

So there is sort of a recognition software that can read, very often can read many things that are written down by hand, because the form does incorporate a lot of writing. If it can't, it will be signaled for somebody to take a look at it, to edit it perhaps, and to make a call.

So on that form we actually do ask people for names and a phone number. And we may call them back to get some sort of clarification if something cannot be read. The questionnaires
are retained for many years until finally they are sent off to national archives where they are stored.

So we used to - let's think about this. We have what we call the Reluctant Respondent. So I just talked about the Agreeable Respondent. That's quite easy. They did the form. They either did a form or they did it online. They sent it back to us. But here we have somebody's reluctant for whatever reason.

And if you notice the last line here, I wrote her "We no longer call respondents." I used to have this pictures of phones here. We did used to call people if we could figure out their phone number and try to get them to do some of the interviewing over the phone. We no longer do that. It's too much of a burden on the public.

And so what we really do is we take that chunk of addresses that are the people who did not respond after an amount of time, about a month. They don't respond. We are going to take all those addresses. We sort of take 2/3 of the addresses, so not the whole kit-and-caboodle there, and we are going to transmit 2/3 of the addresses to the regional office, to our own regional office, and we have six of them around the country. And that will be done at the end of the month.

So in six regional offices I work near the New York Regional Office which services New York State, New England, and New Jersey. So that - it's sort of a madhouse when those cases come in. You can imagine, you know, something like 9000 cases coming in at the end of the month. And someone in the office has to turn them around and get them out into the field supervisors within a week or so.

They get theirs out for the next month. And then the field supervisors are going to reassign those to - we have about 500 ACS Field Representatives in the Northeast, and get them out for them to work on in the next month. Now, in the offices, I'd like to say, they can do 15 to 20 cases a month. Field Reps, very honestly, try as we might, we can only do 15 cases a month. So it's a lot of time and labor to get those interviews.

The Field Representatives, they know the art of getting the interview. The Field Representative has a computer supplied to them by the Census Bureau. Usually there is a logo or a decal on the back of the computer indicating that they work for the Census Bureau, and some people work this as fulltime jobs.

Most people are part-timers. They like meeting people. They work sometimes during the day. Quite often in the evenings and weekends, going out to get the follow-up interview. But not all interviews - we send people out there just because somebody - people will - the nonresponse is not only because somebody did not respond, did not respond to this also because quite often we don't have good addresses.

So I took a picture of this building here. This is a building in New York City that had something like, I think 100 apartment units in it. And somebody decided to make it - turn it into a luxury building. And so over a number of years the tenants were moved out of the building and their apartments went from something like 100 apartments to I think 60 apartments that they turned into a larger luxury apartment.
So during those years there were no official addresses in this building even though in our address list we may have had something in there that was supplied to us by the post office. So we - this would have been a bogus address. It would have been sent back to us. It's sort of in limbo. If we get an address like this, we go - we have to investigate it to figure out what is going on. The names say it's not a good address, or we may see that the housing is vacant.

If the housing unit is vacant, we will try - because the survey does ask 24 questions about houses, or I mean housing units. We will try to get as much information as we can from the tax department or the landlord about the housing unit itself. Like when it was built, what kind of heating fuel does it use, and that sort of thing.

But we also have the predicament of people who don't speak English. They speak other languages. So we send those cases to field representatives who speak languages - similar languages, and we send them out there with all sorts of brochures in other languages and get them to interview - if possible, get them to interview the resident.

So then, once that's done at the end of that month, those cases are transmitted back to the Regional Office. So I am moving from slide number 14 to slide 15. And then once they come into the Regional Office, they are looked over very, very quickly. They're review for any discrepancies, any anomalies, and then they are transmitted to our Headquarters which is in Suitland, Maryland. This is a picture of the building. And that's data coming from - that we call CAPI, Computer-Aided Personal Interviews. So we interview people and also coming as vacant interviews. So it's sort of put back together, sent off to Suitland, and then we start applying what we call Statistical Methodology and Confidentiality Rules so that people can be protected.

So I like to say that we don't really - what we pull in is sort of a raw data, but that data is going to be released as statistics, so the data will be brought into one section of the Center's Bureau, the American Community Survey Office, and then they sort of then look it over and then transmit it to the Decennial Information Technology Division.

They will start working on the geographies, making sure that everything's in place. And that sounds kind of like an enigma. What does that mean, the geography? So we want to make sure that the data is in the right block. It's within in the right tract. It's within the right city, the right school district, the right zip code. They make sure that it's in all those correct geographies. People like to analyze areas in different ways. And we supply that data in different ways. So they look through that, and then we start doing what they call prepping the system, getting that system ready for the new outpouring of data.

And then we have to - and we call them Social, Economic and Housing Statistics Division, and they will check what they call Data Shells, okay? So they're putting these together. That's now the data will go into the cables and the geography, then the product, even metadata in there. And they will get that all ready for the data to be put in there.

They do a bit of a test run first to make sure that it looks correct. And then they're going to get ready to release it to the public. They usually release it to the middle, to the end of the week when they do that. And we have ACS Data. One-year data is released in September. Five-year data is in December. And we put in on an embargoded site for just one day so that
some members who have signed up for that site, predominantly the press, can look at the numbers. And this it goes public.

Once it goes public, it actually does into something called an American Factfinder. That is a data portal that we have. Not all the data that's in AmericanFactFinder comes from the ACS. It does come from other surveys, survey manufacturers. We have census of governments. We have decennial.

It's all sort of mixed in there. We have population estimates. So it is in there on this one web portal. This is portal is free to everyone. The data is free to - or I should say statistics to whoever wants it.

So we ask Question 15 in one way. We ask it, but it will be cross-tabulated in all sorts of ways. It will be cross tabulated in place, it will be cross tabulated at age. Things of that sort so that we can figure how many people are employed, or unemployed. To figure out what is going on, so that people can analyze different ways.

So the next thing that is going to - great thing that’s going to happen in the Census Bureau. We are moving away from this AmericanFactFinder portal into something called data.census.gov. It was no name yet. We like to call it the data hub right now.

But anyway, as we go through this year, data from now on is going to be released onto this new website and it’s in a new portal. So you might want to pay attention, or you might really want to go to data.cenus.gov, take a quick look at that.

So what’s in a data user? So here’s a person - this is the - up in the Finger Lakes, Northern New York State. This is a nice summery picture of one of the Finger Lakes up there. It also includes the Rochester area and so somebody here was in a sort of private-public cooperation near the Finger Lakes Health Systems Agency.

She was trained by the - in New York State Data Center, SDC. And she was trained how to get our data and she uses at that time, when I did an interview, she was using this data for a nine-county area in Rochester, New York.

She used what we called a Public Use Microdata Samples and that worked best for her. She was trying to figure out where people were unemployed and where they have no health insurance. And her agency would go out and - or they would come up with what they called solutions for different areas of that nine-county region, depending on demographics

So you could get bits and pieces of health insurance or how they were going to structure it in different areas around there. And so that is it. That was the picture, the painting of how we get from beginning to end collecting data. And who this agency is, who’s using that data. So I think with that, let’s just open up and see if there are any questions before I turn this over to Heidi. So, Operator, if you could open it for questions.

Absolutely. We will not begin our Question and Answer Session. If you would like to ask a question, press star-one from your phone and your ear line, and record your first and last name clearly when prompted. If you would like to withdraw your question, press start-two.
One moment while we wait for the first question. There are no questions in queue at this time.

David Kraiker: Okay. So, Heidi, I’m going to turn this over to you.

Heidi Crawford: Okay. So now I’d like to show you all an example of the data by going into our AmericanFactFinder tool. And I’m just going to show you a snapshot of how you can look up on some of the health data and display it. And I’ll show you a few bits of functionality in some of the things, but I’ll add that if you want to learn more about using FactFinder, some of you, if this is a new tool, or you want a brush-up on using the tool, we do have other webinars that some of our peers are doing where you can learn more about that functionality. And so I’d like to mention that.

And then after I show you the example in AmericanFactFinder, I’m going to show you where you can go to find more information about the ACS questions and then through that they find - I’ll show you another way to find data for the health topic.

So hopefully everybody can see my desktop. And what I’m going to do is I’m going to start off by going to Exploring Data and our Data Tools and Apps. And then I’m going to scroll down just a little bit here until I find AmericanFactFinder. And before I get into the example, I want to point out here - David just mentioned that we’re moving towards a new data platform. So our next release in data, as he mentioned, will be for the American Community Survey will be released through this data.census.gov platform. So I just want to point that out, that if you are on FactFinder, that here’s a way to go to data.census.gov and we’ll really encourage you data users to go and check this out.

We’re continuing to update the product, and really the advancements that we have made have been because of all of our data users and what they’re requesting in terms of functionality.

So we have a couple of options here to go into FactFinder, but today I’m going to start off with our Advanced Search function. When I come here I’m going to first come to - I’m going to pick my geography first. And because I am out in Oregon, I’m going to go ahead and use that as my base for geography. And for my geography type I’m going to come here. I’m going to scroll down and I see State. And I would like to show you all some data at the county level today.

And then for my state we’re going to come on down here to Oregon. And then what I want to display for you all today is that - the All County Level. So I’m going to select All Counties within Oregon. And then I’m going to add this to my selection.

And you’ll see, once I selected my geography, it’s up here in my Search Selection. So I’ve got all counties within Oregon. So now I want to add some data.

So I’m going to come to Our Topics. And you’ll see under Topics we have a number of different buckets. We’ve got Our People. We’ve got Housing. You can look at Products by Year, Product Type, a specific program or dataset.
And I want to look at Health, since that’s our topic today. So I’m going to come to People. I’m going to come down to Insurance Coverage. And then I see Health Insurance. And I’m going to select that.

And you’ll see again in the upper left, this is our guide as to what we’re selecting. I now have Health Insurance included with my geography.

Now one of our product types that I really like, that gives us a lot of different information about some of our statistics, is something that’s called a Data Profile. So I’m going to go ahead and select, under the Product Type, our Data Profile. And I’m going to close out of this.

You’ll see, based on my search criteria here in the upper left, that it narrowed down my options by what I selected. And so we get - you’ll see here a list for our DPO3 Table. So this is our Data Profile Table Three. And I’m going to select this top option. I’m going to go with our five-year estimate.

And I’m choosing the five-year estimate because that accounts for our geography at different levels in different populations. The one-year estimates as you might have seen on one of those initial slides is for populations of 65,000 or more. And I know that not all counties in Oregon may be populated that way, we have sparser counties. So I’m going to go with the five-year estimate.

I’m going to select this. And you’ll see at the top we get what our Table Number is and our Table Name. And then down here we get our table. So you can start to see that it looks at all the different counties in Oregon. So as you can see as we scroll down the buckets of information that we get.

So I asked for Health. No Health is in this particular table, but as you can see, I wanted to show you the Health through the Profile Table because I wanted you to be aware that our Data Profile Table can also offer some other really good information as well.

So we’ve got Employment Status. We’ve got Commuting to Work, Occupation, Industry, Class of Worker. We’ve got some income information. And then we’ll scroll down here, and I see what I’m looking for today. And that’s Health Insurance Coverage.

We also provide this information at different levels for Health Insurance Coverage, so we’ve got our Civilian, Non-Institutionalized. We’ve got Civilian. We’ve got it broken down by year. We also have it Employed versus Unemployed, Not in Labor Force. We have some really good information here that we could draw from from Health Insurance coverage.

For today, I am interested in No Health Insurance Coverage. I know that’s often a popular topic with folks. So as you can see, we’ve got a string of data here. Well, this table is great, but I’m more of a visual person, so I’d like to see it on a map and see how that data looks.

So I’m going to scroll up here and I’m going to come to Create A Map. When I select Create A Map, you can see that the table text went from black to blue which is showing me that it’s eligible to create a map. So I’m continue to scroll back down to our Health Insurance topic.
And, again, today I'm interested in the Civilian Institution - Non-Institutionalized Population, No Health Insurance Coverage.

Well, we can look at a number or we could also look at a percent. And today I'm interested in looking at it based on the percent. So I'm going to come over here and select this as my feature, the map. And now it's going to show me a map. And you'll see, based on the Table information, we've created a map. It's showing me the State of Oregon, and I'm getting the data broken down by various classes and at percent.

So, again, just to refresh, our table that we selected, or the information we selected was the percent of health insurance coverage civilian noninstitutionalized population, no health insurance coverage by county. And so this is what we get.

Now there are a lot of different features that you can look at using this mapping tool. But I'm going to just show you - first we're going to look at a couple today. So, again, we have our Legend telling us how it's broken down.

And then I am going to use this Identify Tool because I see that right here I've got a county in dark green. And I want to know more information about what that county is. So I'll click on it. And it's telling me that it's Sherman County.

And so this is the county in Oregon that it looks like that has the highest percent of this grouping within no insurance, at 18 percent. And if I wanted to look at another county, I could do that as well with this tool.

And then we'll come back up and we'll put our legend back on. And we can zoom in and we can zoom out. Here's another tool. And if you really like this table, or this map, we have - what's really nice is a Bookmark and Save feature.

But if you copy this URL you can save it in a Word document if you wanted to send it to a co-worker, or you could paste it in an email, and when that person clicks on the link they will come right to this map that was created. So this is just one example of how you can look at some of this health insurance data in AmericanFactFinder.

The other really neat aspect that I've discovered that we have is also looking at the data by learning more about the questions. So we're going to go up here to United Census Bureau logo, and this is going to take up back to our Homepage.

And from here we're going to go to Survey, American Community Survey. And here we're going to come down to "Why do you ask each question?" And you'll see at the top here - you can download if you're interested, Fact Sheets for All Persons, or Questions Relating to All Housing. We also have a filter here if you want to use a keyword.

But I'm just going to scroll down because we want to be able to show you some of the things that you can look at. So you can see by topic we have, for example, this is acreage, and then the housing questions that are related to the topic. And we're just going to scroll on down, and you can kind of see as we go on down through the options.

But here's our topic for today, Health Insurance Coverage, Question 16. And so you start off with a little bit of information about why we asked the question. And we talked a little bit
about that earlier in the presentation. We addressed privacy. We are bound by restrictions. We cannot share your data. So we provide some information on that. We do not share this data.

You can look at the question as it appears on a form, results from this question. So this is what we’re going to look at in just a moment. But I wanted to go on and finish showing you. So it talks about health insurance coverage data to help communities. We assist children and families. We provide information for veterans, American Indians. So as you see right here, we’ve got this new map, this visualization that we did with some of the data.

Understanding some changes and why we ask about health insurance coverage. We have just a - moving briefly about the history of the question and then you can get this information to go. We have a fact sheet here if you’re interested.

We’re going to come back up here to Results from this question. I think this is a really neat feature. I think, one, it’s great that we provide some of this additional information if you want to know about the question. But this also gives you an opportunity to go in and get some of the statistics as well.

So you can see by default we have some information at the U.S. level. And then we’ll come on down. And we’re going to stick with Oregon. And we’ll say get data. And then we’ve got information at the state level, some of the key buckets.

And they actually give us the option to break it down a little further which is even great. So we’re going to look at the county option. And from the county I’m going to come down and select Marion. And I’m going to say, get data.

And so here we have it even broken down a little further for some of these buckets. So I’m going to look at Working Age Adults with Employer-Based Health Insurance. And if you click on this blue, it provides a link and it opens up to a table in AmericanFactFinder.

So here we’ve got some information side-by-side at the state level. And we also have it for our county as well. And then you can see some of the information that it provides. So we’ve got Employer-Based Health Insurance alone or in combination. Direct purchase. We’ve got it broken down by the ages. Tricare/Military Health. We’ve got Present Health Insurance. Information about working. And Coverage Alone.

So this is a really great way, too, to, one, learn about, more about the question and why we ask it. But it’s also a short cut to access some of the key data that you might be looking for for this as well, for this Health Insurance topic.

So those are just a couple of ways that I wanted to show you. I think one of the - the second option might be one of the lesser-known options that if you’ve always been wondering about our questions, and why we ask them, this is a great place, whether it’s Health Insurance, or you could see we had it broken down by the various topics as well. And, in some cases, it might be an easy way to go ahead and access some of the data.

So some of you may have found our webinar today through our new Data Dissemination and Training Hub which is called Census Academy. Census Academy is a great place to find
out about the other webinars that we’re offering. We are also providing data gems, and those are short tutorial clips about various different topics. For instance, you know, for example, you might see those YouTube videos where you can learn how to make a cake in three minutes.

So this is what we offer. We offer information about how to look at perhaps a feature in AmericanTrackFinder. How to look something up as particular data topics. So we offer these short clips. We’ll also be providing some course modules in the near future and mid-May we’ll start to release some courses. That will be great.

And we’re always looking for content for Census Academy. So please feel free to reach out to David and I or our general box we provided if there are certain things that you are interested in learning about. And actually provide our email right here as well on the slides. You can see it’s census.askdata@census.gov.

We are everywhere on social media. So follow us if you’re not. You can find out what’s going on at the Bureau. You can also find out about upcoming webinars. We’re on Facebook. We’re on YouTube. We’ve got several great videos and tutorials posted on YouTube. We’re on Instagram. And also for one way that you’re going to learn about what’s going on at the Bureau, you can sign up for our alerts and manage those.

I know a lot of us we tend to get a lot of mail, but it is a great way to keep up on what’s going on at the Bureau, and you can manage your subscriptions by topics.

This is the contact for David and I. Also, again, I had mentioned that we have our general box and our toll-free number. So if you’re interested in finding out who your local Data Dissemination Specialist is, you can call that number or send an email to census.askdata@census.gov. And we’d certainly like to thank you for taking your time out of your day to join us today. And hopefully we’ve been able to provide you with some helpful information on this topic. And with that, Rebecca, let’s go ahead and open the lines for any questions.

Absolutely. Once again, we will now begin our Question and Answer Session. If you would like to ask a question, press star-one from your phone, unmute your line, and record your first and last name clearly when prompted. One moment while we wait for the first question. There are no questions in queue at this time.

David Kraiker: Yeah, this is David. I just had a comment. Heidi, I don't think we can show it now, but I just want to point out that the data is available down to tract level, correct?

Heidi Crawford: Yes, it is.

David Kraiker: Okay. Yeah. That’s on a pretty granular level. They can get most of that health information, health insurance data down to kind of like a neighborhood area that’s called a Census Tract, so. And can you do that using this - the Mapping Tool as well?

Heidi Crawford: Yes, you can.

David Kraiker: Okay.
Heidi Crawford: Okay.

David Kraiker: Good to know. And I just have one more question - go ahead.

Heidi Crawford: Oh. And I was just going to say, yeah. So today, for an example, I did pick up the county level, but, yes, another option is, as David said, that you can go to a lower level of geography, that Census Tract level, which people tend to say - people are asking for that neighborhood level. That is a geography that we kind of - it's at that level. It's usually about 4000 people at that typical geography.

And you can map it and look at the data table as well.

David Kraiker: Okay. All right. Great. Thank you. No more questions from me. I'm just going to see - oh, I think we may - no.

Heidi Crawford: Do we have anything through the chat, David?

David Kraiker: Let me see. Okay, there's two. Some people said they were happy to see the maps tool. And let's see - Oh. I don't know how much time we have. Are you still in there, Heidi? Someone did want to know if they could see a tract, something mapped at the tract level.

Heidi Crawford: Go in. Yes, we have time to do that. So let's go ahead and - I'm just going to clear my search. That way we can see from the beginning. So I'm going to go back into my geography. And I'm going to go ahead and select - come here - I'm going to come down to State. We've got our County. And then here is our Census Tract.

And I'm going to stick with Oregon. And then I'm going to stick with Marion County. And I'm going to say, All Census Tracts Within Marion County, and add it to my selection. We'll close out of here. And then we're going to come back up to our topics again. And we're going to say People, and we're going to come and we're going to say Health.

I'm going to close out of here. Now I'm actually cross - for this example I will cross it with another characteristic. And this time I'm just going to show you a different way to do it. I'll type in disability. So that is often something that people are interested in, a cross-tabulation of that. And then I'll say Go.

So here we've got potential tables that we can look at here. We put in our search, all tracts. We put in Health Insurance crossed with Disability. And we can look at here, Age by Disability Status by Health Insurance Coverage Status. And we'll come down.

And it looks similar to one when we looked at the County Level, instead of counties across this top, we've got a variety of the different Census Tracts. And then we can look here. We've got under 19, just looking at some of our data options. We've got under 19 years, with a disability and health insurance coverage. Without. No disability. We also have it broken down by age, 1964, and we also have it with 65 years and older.

I'm going to come back up here. And I'm going to go ahead and say that we've got - we're going to look at the 19 to 64 years. Again we'll look at that. We've got with a disability. And
we're going to look at No Health Insurance Coverage because, again, this is something that people are interested in often.

We're going to come up. We're going to correct that Create A Map again. We have options again turning blue. We can come down here - 19 to 64. Then we're looking at With a Disability, No Health Insurance Coverage. And then for here we're going to go ahead and we're going to look at Estimate of the Population. And we show our map.

And, again. For our table, we have our table number, the table that we're looking at. Age by disability status, by health insurance coverage status. I'm going to come down here, and here is an example, our thematic map, 1964, with a disability, no health insurance coverage, at the tract level. I want to come down here.

And so this is all the information that we have. So this is at the county level. It's Marion County, and this is what we've shown. And these are all the different tracts. You can see that around the city of Salem they've got two smaller tracts. As you go out with the - more rural, the tracts are a little bit bigger.

We have our data classes here. So you have zero and then 2 - 205.

David Kraiker: Heidi, can you show them how to change the color on that map?

Heidi Crawford: Yes, we can do that.

David Kraiker: Because we males don't always see colors as well as females do. Sometimes we have to, you know -

Heidi Crawford: Yeah.

David Kraiker: Okay.

Heidi Crawford: If you use the wrench tool, we can change the color. Yes, that's a great point. You know, this is one of the features. You don't have to look at - if that color scheme does not work for you, we can do something a little bit different. Let's come in here. Come in - here's some blue and green. That changed it a little bit. We'll do something, maybe a little more dramatic. A little bit.

And then we also have - I'll show you while we're here. You can also break it down. This is in - You can do it by natural break. You can do it by equal interval. You can do it by quantile. Or you can define your quantile as well. And you can break it down by classes.

And so right now the default is five. But you can go fewer. You can also go more as well. And, again, we have that really great feature where you can bookmark and save it. So if you want to share it with a colleague, you've created this map. You want to share it with a colleague. You can copy this URL. And, again, you've got, you know, that Identify Tool that will tell you what this particular tract is, and your value.

David Kraiker: That's great. Thanks, Heidi. I have another question that came in on the chat. Heidi Crawford: Yes.
David Kraiker: So the question isn't really about the Mapping Tool. It's just - she's - someone's just wondering how we, you know - what we do to compel our neighbors who are reluctant to fill out the Census Questionnaire. My thoughts are usually if you explain the process like we did today, not to that extent, but that their private data becomes - gets turned into statistics only. I think it's the best - one of the better ways to get people to answer that.

Also, just stories, you know, how people use statistical data to solve problems or bring services back to the public, the public, our communities. That's very helpful. The Census Bureau is always looking for data-user stories, how people use it, just for example - one thing in there that we did not show out today. We do ask the question, how well people speak English.

And there's a table in there that sort of says in different areas where people do not speak English well, it doesn't really say what the language is. But people who teach ESL are interested in that data. They like to know if you're ever going to set up classes for ESL, they don't necessarily need to know what the foreign language is that people speak.

So that's just like one little, you know - in a story there. But we're always looking for stories how people use the data. So if anyone happens to know, you know, have an interesting way that you're using the data, you might not think it's interesting, but we would. The Census Bureau's always looking for that, and looking for sort of testimonial and how you would use it.

So, please, you know, send that to us if you get something in there. So, I hope I answered that question just one of them. Yeah, go ahead.

Heidi Crawford: And I just pulled that up. You'll see on the screen, and everyone should see. It's our ACS Data Stories. So you'll see we have an option right here - share your story. We'd love to hear from you. We like to hear about how people are using our data. We also have stories published here from other data users and how they've used it in their community.

And I think, yeah, just to add on to that question, David, I think one of the things that always pops into my mind, and you touched upon it, is how important filling out whether its percentage or one of surveys, getting that data and how it is used by federal, state, local, tribal governments to help them on informed decisions for their community, and, as you said, David, for those services - your infrastructure, your roads, your schools, how many police and fire, hospitals. So all that's really important.

Rebecca, did any questions happen to come in through the line?

There are no other questions in queue at this time.

Heidi Crawford: Okay, thank you. Any other questions, David, in chat?

David Kraiker: No. I think we're good unless I missed something. Let me look really quickly. Okay. So, Heidi, I just want to point out something here somebody said. Somebody said that she tried it on something by Census Tract, and it didn't work for her. I think something we did not point out with Census Tract data is only available at the five-year ACS data level.
And if you happened to choose one year ACS Data, it's not going to map it for you. It's not going to work.

So you have to make sure that you've chosen the five-year data, and you also have to make sure that you've chosen at least two tracts. You can't just choose one. It's not going to map one tract because the map's trying to make a comparison. So you have to be sure of that as well. So be sure you choose the five-year data, and make sure you're choosing multiple tracts as well.

But anybody who had a question, you are certainly welcome to email us offline, and we will help you as best we can. So thank you.

Heidi Crawford: Okay.

David Kraiker: So I think we're good, Heidi.

Heidi Crawford: Yeah, thank you. So, again, thank you, everyone, for taking time out of your day to join us. Hopefully you've learned some information that you can use or pass on to others. And, again, for future webinars, look for - you can look for future webinars at our Census Academy page. We've got a variety of different topics on this current webinar series that we're running. One's from April 1st to the end of June. And we also share other sessions that we put up there that some of our peers in other divisions are doing as well.

And with that, I guess, Rebecca, we can just do one more quick check and then we'll sign off for today.

There's still no question in queue.

Heidi Crawford: Okay. Alright well, with that, we'll end our session today. And, again, thank you so much for taking time out of your day, and we look to see some of you on a future webinar.

David Kraiker: Okay. Thank you. I'm going to stay on the line and try to answer some chat questions very quickly. So thank you very much.

Thank you for your participation in today's conference. All parties may disconnect at this time. Leaders please stand by.