Kelly Karres: Good morning. Thank you for joining Census Data Made Easy Health and Health-Related Statistics. Today, we’re going to take a look at health and related data offered by the US Census Bureau, all available online and free of charge, and I’m going to spend a few minutes introducing the data in a presentation and then move into the online demo.

The map on the screen shows the data of the percent uninsured by county in 2017 released last month by the Census Bureau from the Small Area Health Insurance Estimates Program. The headline on the news release stated over 1/3 of counties had an uninsured rate below 10 percent, meaning that 38 percent of all counties, 90 percent of the population, was insured. You can see this in the counties colored light-yellow on the map and the highest concentration of these counties in the Midwest and the Northeast, as well as the west.

Those counties in the darkest blue fell under the highest uninsured category offered by the map, 25 percent or more uninsured population. So, what stands out here are high uninsured percentages in counties in Texas, and you see high percentages of uninsured in counties in Oklahoma, Florida, Georgia, Mississippi and peppered throughout South Dakota, Wyoming, and Idaho. Health is one of those topics that we can view for many sides. Today, we’ll look at health from several angles, including health insurance, disability, income, and health-related topics related to behavior, including prescription drug use and complementary therapy, such as chiropractic care and yoga.

Additional health insurance data from Small Area Health Insurance Estimates Program is offered in an interactive tool. We’re going to take a look at that tool today during our online demonstration. This trend chart shows data on the percentage of the uninsured population for the nation, the state of North Carolina, and selected counties within North Carolina, with Graham County in the 2010 data point highlighted, which shows that in 2010, 24.9 percent of the population in Graham County was uninsured.

The data on the screen only goes to 2015, but does not look at the most current data in the system, which is 2017, and we'll explore this tool more during the demonstration. We're also going to look at data on disability status and disability type from the Census Bureau's largest survey, the American Community Survey, which collects data from over 3.5 million households annually and produces statistics on a variety of topics, including income, veterans, grandparents caring for grandchildren, employment, housing, and more, and here on the infographic, we see that men 65 and over and 75 and over are much more likely to have a hearing difficulty. While women, 75 and over, are much more likely to have an ambulatory, or independence difficulty.

We'll explore some disability data within the American FactFinder during the online demo. I've also included the link for more information about the American Community Survey at
the end of the presentation on a resource slide. And also, the link to this infographic, which is at the bottom of the slide, will take you to our data visualization page, and just click on Infographics and Visualization to view them all cataloged by year.

We're also going to the Census Business Builder which reports data on business, as the name suggests, including there's a healthcare area, but it also has basic demographic data, characteristics of the population, and even consumer expenditures, including how much people are spending on health care and other expenses in a given year. Lastly, we'll touch on some of the data collected by the National Health Interview Survey, which is the survey the Census Bureau conducts on behalf of the National Center for Health Statistics.

The bar chart shows that 45.8 percent of the population had used one or more prescription drugs in the last 30 days, as of the date they were surveyed, which was sometime during the 2015 to 2016 period. So, in 2015 to 2016, 45.8 percent of the population used one or more prescription drugs in the last 30 days. Prescription drug use increased with age, overall, and among males and females showed some significant differences in the findings, where the prescription drug use is lower among males than females, although the pattern differed by age. Among children aged zero to 11 years in dark gray, prescription drug use was higher among boys at 22 percent than girls at 13.7 percent. While among adults, aged 20 to 59, in dark green, prescription drug use was lower among men than women. No significant differences by sex were observed in adolescents age 12 to 19 or adults age 60 and over.

The Census Bureau really is your key data resource for areas large and small. In the first few slides, I've already shown some examples of data at the national state, county, and ZIP Code level. The scope of census data is so broad, the information I'm sharing with you today is just a small piece of the total package. Data on such a variety of topics available at the national, state, and local level can be extremely useful in your research and really broaden the scope of what Census Bureau data can help you accomplish. I'm going to go ahead and go online now. I'm going to talk about Census Academy after we go into the online demonstration.

Okay, so we want to go to www.census.gov. Going to make this a full-screen here. Okay, now we're at the Census Bureau’s homepage. A very quick tour of the Census Bureau’s main page. I want to cover just a couple of things here. You'll see below where we have the most recently released information, which is, again, from our Population Estimates Program. We have help for survey participants. So, if you find that your address does fall in sample and you have some questions, you can go to this link and find a bunch of resources for survey participants.

You can access local data here right in the middle of the screen by clicking on this and going to Quick Facts. So, we have Economic Indicators over here on the left, with the most recently released economic indicator up top. There are additional economic indicators you're not seeing here, including new constructions, new housing tracts, as well as home ownership rates.

All right, we're going to start going into this Small Area Health Insurance Estimates Tool. How do we get there? Hover over Explore Data, and go to Data Tools and Apps. And the
Data Tools and Apps link will provide a list of all of the tools and apps we have on the website. And because this one is called the Small Area Health Insurance Estimates Tool, which is on the last page. It takes us right here, on page two, the Health Insurance Interactive Data Tool.

All right, we're going to click on that, and it'll take us into the tool. Okay, so, what kind of data is offered here? Well, you can choose to view data on the uninsured or the insured population by state and counties, as well as some characteristics, including age groups, race, sex, income, less than or equal to specific income, poverty ratios specifically. All data for the 65 and under population is in this tool. So, since the 65 and over are most likely insured through a national program.

All the findings here come from the Small Area Health Insurance Estimates Program, which is the only source for single-year estimates of the number of people with and without health insurance coverage for each of the States' 3141 counties. Small Area Health Insurance Estimates, or SAHIE, produces and disseminates model-based estimates of health insurance coverage for counties and states. All right, so, you got four different views within the tool. The first is the default, this home view where we have the map, trend charts, and data table. And you can expand them all to make them larger, and we're going to do that momentarily.

All right, so, for this example, let's say we're interested in finding the percentage of those without health insurance coverage in all counties in South Carolina from 2007 to 2017. First we can expand the map view. And add our map renders. Then we go over here to states. I'm going to click on the filter. I'm going to sort Z to A. South Carolina. You click okay. And the map renders. The map legend is over here to the left, and we can open it to get a better idea of what these colors represent, in terms of percentages. If you look up top here, it says percent insured or uninsured, and we have uninsured selected.

So, that is what the map is showing us, the percent uninsured by county in South Carolina. And we see some high rates here, Saluda County, 18.6 percent. Gory County, South Carolina, 17.4 percent, and Jasper County, South Carolina at 20.4 percent. So, let's see how health insurance coverage differs by age group. We can open up our age group filter, and now it's just the universe of under 65. So, all people under 65. And there's a trend the highest rates are in the 18 to 64 age group, and let's go ahead and select that. And so, there's the highest rate here in Jasper County, South Carolina, which is just north of the Georgia border, because we got Chatham County here, South Carolina, and this the Savannah, South Carolina area.

And we've also got options here if we want to add streets to our base map, and that will also show us some of the larger cities, such as Savannah here. We can change transparency, make it more or less transparent. So, let's reposition the map again to get a slightly better view of the Savannah area. And if we want to look at data for these counties specifically, we can click on one, such as here. This is Jasper. And then, hold the control button down, so I can click on these other two counties that surround this county. These counties are part of the Savannah metro area. And you can see that these counties are now outlined in red. All right, if we want to, we can explore some of the other filters, such as race, male and female,
also, income. Currently, the only selection is available to us is all races, just because of our general level. We're at the county level currently. So, we don't have a selection there. We can take a look at sex. If we wanted male only, we would click on that and click on okay.

And so, it's a good idea to take a quick look at that legend here. We can quickly you can see that 42.1 percent is the highest. (inaudible) is about less than 30 percent in Jasper County. Let's see, what it's like for females. All right, 21.3 percent. We have a margin of error here. So, again, these are not numbers from a decennial census. These, specifically, are model-based estimates that's being used from different data sources from the Census Bureau to come up with the model of estimate, and the margin of error is always provided here. So, we've got a good bit lower for women, the uninsured rate for women in Jasper County, South Carolina.

Okay, if we want to look at income, I'm going to go ahead and go back to both sexes to get a larger universe here and get some new data. I'm going to open up income. Okay, all incomes, or less than 200 percent of poverty here. Let's go ahead and select this one. The less than 200 percent of poverty, which represents two times the poverty threshold for a household. So, if the poverty threshold is, say, $24,000, 200 percent of poverty represents $48,000 a year. So, this will show data we've selected of people with incomes of two times the population threshold, or the poverty threshold. Click okay. Okay, and so, we see much higher rates of uninsurance for the populations less than or equal to 200 percent of the poverty threshold. If we wanted to see 37 percent, 34.5 in this whole metro area, almost 35 percent.

If we want to view data for other years, we can select the year drop down up top, and see the data for other years. So, say, 2012. The numbers are different from 2012 to 2017 – higher in these two. Okay, I'm going to shrink the map now and go ahead and take a look at this trend line to the right. So, I'm going to expand the trend line. Click on here. Okay, so, we can see that the purple, which is Newport County, South Carolina, is the highest. And pretty much all the way from 2006 to 2017, and we get a comparison to South Carolina, and we also get the United States. So, [inaudible] for these numbers we can get a sense for how they change, and we see that Jasper County is higher than Buford County starting in 2016. All right, let me close this [inaudible], and now, let's go ahead and look at the data table. I'm going to expand the data table. Okay, and you can see that we have all of the information here. There's the number, you get the margin of error for the demographic groups. Two different population numbers, and number of uninsured. You've got options here to download, you have PDF, CSV, zip file. If you have questions at any point, you can always click on the question mark, and it provides quite a bit of information on whatever view you're looking at. So, here, it's the table view.

So, we can close that, and we see 2017 and 2012, because those are the years that we had selected. If we want to go back, we'll get this entire view here. I've added the year filter. We can actually check all and get data for all years. You could count like that if you wanted that for all of the geographic areas that we saw in the trend chart. Okay, so, that is the health insurance estimates tools in a nutshell. Now we're going to the American FactFinder. There's a couple different ways I can do this. I can just go back to the homepage. We're going to hover again over Data, Data Tools and Apps, and we go the American FactFinder. It
houses all of the main sources, the largest sources of census data. It’s right here up top. So, you click on American FactFinder. You can also type in factfinder.census.gov in your web browser. And it says the bureau is in the process of transitioning to a new platform, data.census.gov, and the data we’ll look at today is from the American Community Survey. Future releases of the survey data, which will occur later this year, will be in the new system. So, be on the lookout for training opportunities on the census in the coming months.

The American FactFinder will stay active for a while after the new platform is fully operational and will be stored in an archive for the data currently present. So, what you’re learning today will carry over to the new system, in terms of content. The data, the content, will not change. So, we can use the American FactFinder to access disability status and disability type, that data. The way I use this is I go directly to advanced search. I would like to point out the glossary over here if we wanted to learn how the Census Bureau defines disability, you can click on these. Click on Disability, and you can look at the information. You can also click on the Related Topics, if you want more information.

Okay, so I’m just going to use the search box here, Topic or Table, and I’m going to type in disability, because that’s what we’re looking for. I’m not going to take any of the suggestions. I’m just going to type in disability and click go. And you’ll see in our selections box, we have people, disabilities here, and suggested tables, or tables that are less popular, and here with a yellow star next to them, so, we’ve disability characteristics, sex, by age, by disability status. Collected social characteristics, employment status by disability type. We want to select the top table here to use some of the characteristics of disability. So, this is the subject table, and I know that because the table number starts with an S. And subject tables feature a variety of data on a given topic, and they have those numbers and percentages, which can be very handy, and again, they always have the letter S.

So, again, their table number. Let me go ahead and make this larger, so you can see it better. Here was go. So, you still get the total, the number for a population, total institutionalized population. So, take a look at that, and then, we’ve got the number with a disability, and that gives us a percentage with a disability, and we’ve got margins of error here, as well. We can make modifications to our table. We can click on modify table. If we wanted to just view the estimates, and not the margins of error, we’d just click on estimate and click on okay. It makes the table easier to view. And then, we can take a look at how the percentages differ by race, or Hispanic origin. I think we’ve got a higher number here of the American Indian/Alaskan Native population. You can scroll down and see it differs by age. And then, we also detail type, like detail of age. So, detail type of disability by detailed age group. So, the age groups are our population under 18, under 5, and 5 to 17, and that first group, you have 18 to 64, also 18 to 34, 35 to 64, and so on.

So, for example, if we wanted to know the percent with a cognitive difficulty from that population under 18 years, it’s about 4 percent. Okay? And that continues on. If we want to do something with our table, if we want to download it, we can click on download, select the table. And then, you can select to use the data. If you want it in a CSV file or your plan is to upload it into some kind of software, like GIS or statistical software, or you can view the data and receive it in Excel, or PDF. We can add or remove geographic areas right here from
the table. So, if we wanted to add in, say, Washington State. Click go. We want Washington State. You could also include California. You need to spell it right. And click on Show Table, and that table will pop up with data for the geographic areas that we selected here. California and Washington. You can take a look and see that higher percentage with a disability in Washington. And then you can just go down and compare the numbers here. If you have multiple geographic areas, and if you want to create a map, the Create a Map button will allow you to - actually, what I need to do is reset our table first. Sometimes it makes you reset your table before you can create a map. So, now that we have two of the same geographic area of two states, we can create a map, and we could say I want a map for percent with a disability for these two states. We can certainly add another state, or other states [inaudible] would make it more interesting. So, that's just the basic function of creating a map. Go back to advanced search here, and you'll see, we have quite a few tables. We've got 1720 tables here in our selections. There are more filters you can select over here on the left, but in the interest of time, we are going to move on to another tool. So, I'm going to go back to the main page.

All right, so now I'm going to look at Census Business Builder. I'm going to go Explore Data, Data Tools and Apps, wait for it to come up. We're going to Census Business Builder, which is right here. And this is the landing page. The Census Business Builder is not only useful for those who are looking to start a business. It's useful for anyone who is interested in examining a population in a given area. It has a very easy-to-use mapping interface and data on a variety of topics, including a population of 65 and over, and consumer expenditures on healthcare. So, let's say - we'll start our example in just a minute, but let me make sure - these instructional flyers are excellent. There's instructional flyers on all the different topics.

So, if you have any questions on any aspects of Census Business Builder, it is probably covered in one of the instructional flyers. It's amazing. There's some webinars, help and frequently asked questions, and just remember, that is there as a resource for you, as you begin to learn the tool. So, we're going to go ahead and select the small business edition. Okay, so, while it's rendering, we work for a small, nonprofit organization in Memphis, Tennessee, that assists low-income seniors in the immediate area. Volunteers work with seniors to make sure they're getting what they need. So, just taking them at a doctor's visits, to get their flu vaccines, picking up groceries, helping them to locate doctors or pharmacies. We're looking to expand our services to seniors outside the downtown Memphis area. We want to use our resources wisely, and we want to start by finding one or two areas with concentrations of seniors who may need our assistance. So, we type Memphis, Tennessee and we go ahead and type in Memphis, Tennessee. And it does want us to select a business as well [inaudible] we have to put in the Census Business Builder. Here we want to research healthcare. And home healthcare here. We want to go to our map now. Okay, and there was error that said error fetching data. You can ignore that. It's fetching data. It's an error that there's an error message. Okay, so what we see here is in Memphis, Tennessee, up top, we got a few different options with the city or town, ZIP Code, county, state. The ones that are grayed out not available, but right now, we're looking at city or town.
We're looking at Memphis, and we work in the downtown area. Now what we see about Memphis, we don't see the home healthcare data unless we select it specifically, but we see the population in our data dashboard over time. You can see the increase in population over time. And Census Business Builder provides you with four data points, mean household income, percent high school degree or higher, home ownership rates, and employer establishments, and we can maintain those data if we want. And over here is our legend, and so, we know that the total population, which is the default when you enter into the Census Business Builder. The total population categories are here, and those in blue have the highest populations. In our example, we said we work in the downtown Memphis area. So, I'm going to change this to ZIP Code to get a little bit more granular in terms of geographic area.

All right, in order to see data here, we click on a ZIP Code, open up our data dashboard, and it will provide data for that particular ZIP Code. As you can see here, 38105. We've got median household income, $18,000, high school degree or higher, 79.7 percent. I'm going to zoom in just a little bit. And because our business is for seniors, one thing we want to know is where people 65 and over live, where high concentrations of those people live. So, we want to change our map variable. How do we do that? Well, we go up here. We're just selecting that map variable. Again, total population is the default. Then scroll down. There are many different options, demographics, socioeconomic, health and characteristics, and this is just one of the buttons here. This is customers, information on customer. And we go to percent 65 and over. We want our map to show that.

We click on Select Variable, and the map is rendering. And we will see the ZIP Codes that have the highest percentage that are 65 and over. You've got options over here on the sides. You want to add any reference layers down on the map, change the base map, or change the transparency. I just wanted to make sure I pointed those out. Okay, so we've got 65 and over, but what we also want to know is where are the low-income seniors? Where are concentrations of the low-income seniors? So, we want to know the ZIP Codes that have a median income of $30,000 or less, and we can apply a filter. So, go up here and go Apply Filter. Add new filter. Now we want socioeconomic characteristics. Select Median Household Income, and then click on Select Variable. And there's a couple different ways we can do this. We can use the slider, or we can enter the values manually. So, the minimum is the 14,000.

So, that's the lowest household income. You don't want to change that. 30,000, and apply filter. Okay, so the map repaints to show only those households, or rather, only the ZIP Codes that meet the filter. So, the ZIP Codes that were not repainted do not meet that median income threshold in that lowest category. And remember, we're still looking at percents, 65 and over. Scroll down here. I'm going to click on this ZIP Code, 38109, because it is in the darkest blue, and it's got 18 percent 65 years and over, and it does meet that threshold. So, this may be an area we want to check out. We could also view information on these ZIP Codes, as well, to see which one would really best sort of meet our needs in terms of the best options for expansion.

One of the best things about Census Business Builder is the ability to create these reports. You can click on create a report, and in the report, it will show us all of the information
that's contained. We won't have to go through all the filters. We certainly don't have time for that, but information on businesses, consumer expenditures, all of that will be in our report. So, of course, it tells us - Okay, so, this provides information about the content. This is my potential customers, and I see up top, this is the local business profile for home healthcare in ZIP Code 38109. So, we get data like population, percent under 5. You can get some here, geographic comparison, it’s great. So, the United States, which at 6.2. A little bit higher. We could use any of these characteristics to show up on the chart. We’ve got socioeconomic characteristics here.

Median household income and under 30 is much lower than the national average. We also have some housing characteristics, as well. It gives you a good overview. Business summary, this is a home healthcare business summary. The number of employer establishments and how it's changed over time, it decreased over time. Some are not available at the ZIP Code level like this business revenue or non-employer businesses, as well as the US trade workforce for building permits. But you do get consumer expenditure spending data. So, we can see how much people spend on healthcare in a given year, and more specifically on medical services, on prescription drugs.

So, you do get a little bit of that consumer expenditure, how much people are spending by ZIP Code within Census Business Builder’s report. And you can download the data or download the report. You configure the content that, say, you want to take out, those ones that did not display data, such as the non-employer statistics, we could just take that out. And it would no longer show at the bottom. You can just see over here on the content, it’s no longer showing. All right, that is a very, very quick overview of the Census Business Builder and how you would use it to obtain information on maybe your best next step as a business owner or just anyone who’s working with needs-based services, such as a nonprofit or local government.

So, I’m back in Business Builder where I’m going to click on the Census Bureau logo. It’ll take me back to the main page, and at this point, the at last thing that I want to show you is the National Health Interview Survey information that’s on the CDC’s National Center for Health Statistics website. So, let me go to CDC.gov, and I’m not an expert on any of this information, but I do want to point it out, so that you know where to go if you’re looking for it. And then, the best way I got to it was going by agency index near the N. All this information that we’re looking for is from the National Health Interview Survey. So, I’m going to click on National Health Interview Survey and survey reports and data, and then data brief.

Okay, and one thing I found very interesting with this, the use of yoga, meditation, and chiropractors among adults age 18 and over. And click on that. And here we see in this report that adults 18 and over, how they have used, or if they have used yoga, meditation, and chiropractic care in 2012 in blue, in 2017 in green, and we do see an increase in yoga at 14.3 percent compared to 9.5 percent. Meditation 14.2 percent compared to 4 percent. So, close to 10 percent jump in the use of meditation from 2012 to 2017, adults 18 and over, and we do also see a jump in chiropractics but not nearly as high as the other two. And there’s a lot of different types of data briefs that you can look at, but this was one that I personally found interesting.
We also saw the rates of prescription drug use, 30 and over, and that's also contained here within the data brief. So, you just sort of have to scroll down and see what's available. But there's quite a bit of information collected by the Census Bureau for the National Center for Health Statistics on these topics. So, there's not a lot of data like this on the website. This is sort of, it's very specific, and it's a different way to look at healthcare data or health data from the Census Bureau. There's also some information on fast food consumption and doctors visits. So, it's a lot for you all to explore. Okay, and our time is up, and that's all I have for you today. I appreciate - one more thing. Not so fast. We're going to go back to - One more thing I wanted to talk to you about. I'm just not sure I missed, and I will share. My PowerPoint. Thanks for hanging in there.

Census Academy. Census Academy is probably how you found out about this webinar and some of the other webinars that are occurring. We have quite a few from both my colleagues in the data dissemination area, but also in some other areas, including the economics area of the Census Bureau. So, there's quite a variety of information, and if you're interested in learning about additional opportunities, you'll go to census.gov/academy, and it really brings the data experts to you. There's also an option here for you to request free data training for your organization. That is something we provide, and if you haven't already subscribed to census.gov/academy, you can receive information on upcoming webinars, data gems, as well as get access to data courses. You can learn at your own pace, and that's something they're working on now.

The resources and tools, all of the tools that we used today, and all the resources, are here listed on the slide. If you have questions or need more assistance, please do not hesitate to call our ASK DATA line at 1-844-ASK-DATA or census.askdata@census.gov, and I have included an evaluation and link in the chat. So, if you have time, I would like you to fill that out let us know how we're doing. Now I will release you when you've filled out your evaluation, and I appreciate your attendance, and I look forward to seeing you on another webinar. Thanks so much, and have a great day.