

# Exploring Census Data Webinar Series: Webinar #4 – Healthcare

Another Look into Business and  
Demographic Healthcare Sector Data  
Audio: To hear the audio, you must call BY  
TELEPHONE to 800-857-8887 (passcode:  
8617957)

Thursday, July 25<sup>th</sup>, 2019

Presented by: Andrew W. Hait and Caleb M. Hopler

U.S. Census Bureau



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# Exploring Census Data Webinar Series

- Monthly webinars on key topics
- Topics may change based on attendee feedback
- Will follow real-life use cases
- Presented by Census subject matter experts
- Will include Q&A
- Will be recorded and posted for later reference
- Learn more at <https://www.census.gov/data/training-workshops.html>



Interested in finding business data and valuable resources from the Census Bureau? If you answered yes, then this webinar series is for you!

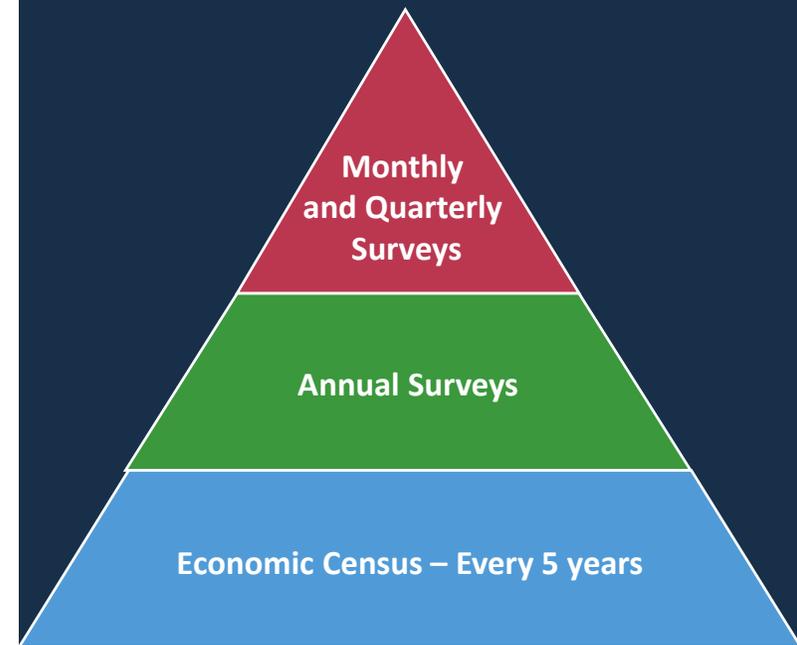
During this webinar series, you will explore our data with Subject Matter Experts. Each session will dive into the value of our data through illustrations and use cases. We will share helpful information and resources to show you how to access the data. This webinar series is for anyone looking for data and not sure where to begin. Discover the possibilities! Here are the topics:

Topic:	Session Date:
International Trade	April 25, 2019
Employment	May 21, 2019
Emergency Management	June 5, 2019
Healthcare	July 25, 2019
Small & Minority-owned Businesses	August 22, 2019
Hidden Gems	September 25, 2019

**SAVE THE DATE:** All webinars are FREE and start 2:00pm ET  
No registration required – Log in details will be provided 24-48 hours prior to the event  
For more information about the Exploring Census Data Webinar Series, please contact the Data User Outreach & Education Branch at 800-242-2184 or [ewd.outreach@census.gov](mailto:ewd.outreach@census.gov)

# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 100 censuses and surveys annually, including
  - **The Decennial Census** – the once-a-decade population and housing count of all 50 states and U.S. territories
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Economic Census** – the official five-year measure of American businesses
  - **The Census of Governments** – the official five-year measure of the nation's state and local governments, and structure
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



Census Bureau Economic Surveys are a key source for official statistics companies can use:

- Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
- Annual surveys have larger samples and provide the most up-to-date **TREND** data available
- Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available

These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

# The Decennial Census

## Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People



Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

**Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...**

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.

## Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than \$675 billion federal dollars annually to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)

# 2020 Census

## What to Expect in the Mail

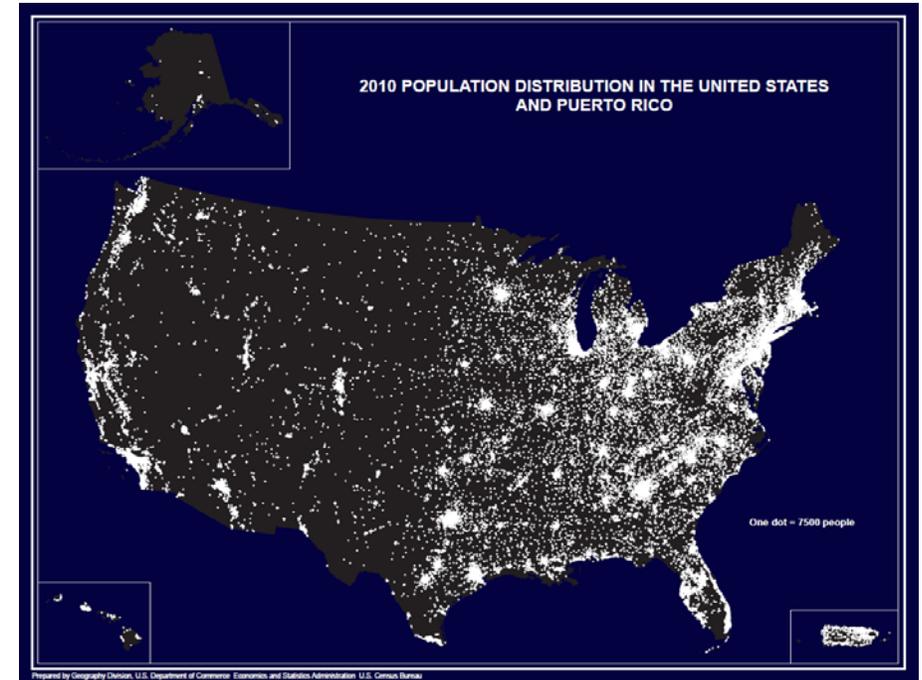
When it's time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

**Every household will have the option of responding online, by phone, or by mail.**

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

# What You Can Do To Get Involved to Help Make the 2020 Census a Complete and Accurate Count Of the Nation's People

- Actively support a complete and accurate count for the 2020 Census.
- Spread the word about more than 500,000 temporary census jobs that peak in the spring of 2020.
- <https://2020census.gov/jobs>
- Research the characteristics and projected self-response rates for your own neighborhood and strategically think through how you can improve the count among your family, friends, and neighbors.  
<https://www.census.gov/roam>
- Urge everyone you are connected with to self-respond to the census in late March and April 2020.
  1. The Census is Important
  2. The Census is Easy
  3. The Census is Safe
- Join your local Complete Count Committee and lend your expertise to ensure all segments of your community are accurately counted in 2020.
- <https://2020census.gov>



*How will our country look in 2020?*

# Last Year's Healthcare Webinar

- National data on the Healthcare sector
  - [Quarterly Services Survey](#) and [Service Annual Survey](#)
    - Employer Services businesses (including Healthcare)
    - Revenue and other data (including patient visits and health records system expenses)
- Local area data on the Healthcare sector
  - [County Business Patterns](#)
    - Employer Healthcare businesses
    - Number of establishments, employment, and payroll at national to county and ZIP Code level
  - [NonEmployer Statistics](#)
    - Nonemployer Healthcare businesses (self-employed people)
    - Number of firms and revenue at national to county level

See <https://www.census.gov/data/academy/webinars/2018/economic-programs-series/healthcare.html> for the recording, transcript, and PPT

# Today's Webinar

- Additional sources of business data on the Healthcare sector
  - Annual Capital Expenditures Survey
  - E-Stats
  - Public Sector
  - Quarterly Workforce Indicators
  - 2017 Economic Census
- Demographic data on the Healthcare sector
  - The American Community Survey

Our specific use case: Hospitals

# Business Data

# ACES

## The *Annual Capital Expenditures Survey*

- Provides data on capital spending for new and used structures and equipment for companies with and without employees
- Major industry sector and industry-specific breakouts are available for businesses with employees only
  - Total capital expenditures shown for companies with and without employers (employers and nonemployers)
- Shown at the National level only

<https://www.census.gov/programs-surveys/aces.html>

## Key stats for 2017 for the Healthcare sector:

Total capital expenditures  
**\$104.9 Billion** (+12.1% from 2016)  
(Manufacturing: \$248.3 billion)

Structures: **\$56.6 billion**  
Equipment: **\$48.3 billion**

General Medical and Surgical  
Hospitals:  
**\$58.1 billion**  
Nursing & Residential Care  
Facilities:  
**\$11.7 billion**

Table 2a. Total Capital Expenditures for Companies With Employees by Industry Sector: 2008 to 2017

[Source: 2008 - 2017 Annual Capital Expenditures Survey](#)

[See Survey Description for meanings of abbreviations and symbols](#)

[See Definition of terms](#)

[See Technical Documentation Methodology](#)

[Millions of current dollars].

NAICS code	Industry	Year									
		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
	Total expenditures	1,294,491	1,015,322	1,036,153	1,169,604	1,334,421	1,400,883	1,506,582	1,548,057	1,479,439	1,581,840
113-115	Forestry, fishing, and agricultural services	2,337	2,168	3,255	3,063	3,149	2,965	3,985	3,322	4,561	4,503
21	Mining	149,272	100,564	115,749	165,693	196,653	202,213	230,776	174,069	92,641	132,563
22	Utilities	98,668	103,024	94,462	98,047	124,958	111,310	118,895	130,514	133,455	133,689
23	Construction	40,838	19,751	17,856	21,778	23,555	27,562	30,277	33,276	35,979	34,991
31-33	Manufacturing	213,117	155,153	160,798	192,441	203,119	221,345	231,089	245,123	243,595	248,304
321, 327, 33	Durable goods industries	103,022	76,039	86,570	110,151	113,299	121,494	124,797	127,714	122,898	130,490
31, 322-326	Nondurable goods industries	110,095	79,114	74,227	82,290	89,820	99,850	106,292	117,409	120,698	117,814
42	Wholesale trade	32,370	25,252	31,075	35,745	40,852	37,505	44,758	42,378	43,768	43,371
44-45	Retail trade	73,234	58,428	65,252	68,131	77,567	77,520	82,402	85,963	86,931	91,828
48-49	Transportation and warehousing	79,617	55,702	58,952	72,722	81,792	92,616	111,010	116,633	109,650	110,165
51	Information	103,327	88,373	97,150	100,057	106,537	123,881	132,049	132,671	142,911	158,584
52	Finance and insurance	132,913	99,466	103,093	109,229	130,168	137,824	153,260	164,594	161,653	167,468
53	Real estate and rental and leasing	106,910	72,902	81,282	91,124	115,652	114,181	121,919	151,875	150,686	158,309
54	Professional, scientific, and technical services	32,980	28,163	28,203	28,109	31,605	35,655	30,383	33,327	31,728	37,545
55	Management of companies and enterprises	4,567	4,719	4,946	5,449	6,916	6,147	5,366	5,180	6,161	7,554
56	Administrative and support and waste management	16,552	19,234	16,873	18,423	18,811	21,760	22,568	26,183	27,672	26,541
61	Educational services	27,426	28,018	23,368	21,019	21,629	22,619	25,823	33,176	30,424	36,679
62	Health care and social assistance	90,248	79,370	78,381	83,114	88,860	94,181	89,011	93,755	93,588	104,889
71	Arts, entertainment, and recreation	17,109	16,265	12,121	11,430	13,296	14,981	19,550	16,142	22,544	22,443
72	Accommodation and food services	40,519	26,439	19,915	24,833	28,802	34,532	29,836	33,066	29,855	35,829
81	Other services (except public administration)	28,312	29,296	20,951	16,064	16,789	18,615	20,304	23,195	27,249	22,015
99	Industries not elsewhere classified	4,175	3,034	2,471	3,133	3,711	3,472	3,321	3,613	4,389	4,567

# E-Stats

## *E-Commerce Statistics*

- Measures the value of goods and services sold online
- “Online” = internet as well as Electronic Data Interchanges
- Covers companies with employees only
- Shown at the National level only

<https://www.census.gov/programs-surveys/e-stats.html>

## Key stats for 2016 for the Healthcare sector:

Total E-commerce revenue:

**\$1.8 Billion**

*(Up 10.9% from 2015)*

*0.1% of the \$2.4 trillion in Total  
Revenue*

*(By comparison, Retail Trade:  
\$389.1 billion, 14.4% of \$4.9  
trillion in Total Sales)*

**Table 3. U.S. Services Revenue - Total and E-commerce: 2016 and 2015**

Estimates include data only for businesses with paid employees and are subject to revisions. Value estimates are shown in millions of dollars. Detail estimates may not add to totals due to rounding. Estimated measures of sampling variability for these estimates are provided in Table 3A.

NAICS Code	Description	Value of Revenue				Y/Y Percent Change	E-commerce as a Percent of Total revenue		Percent Distribution of E-commerce Revenue	
		2016		2015			2016	2015		
		Total	E-commerce	Total	E-commerce					
	<b>Total for Service Industries</b>	<b>14,591,111</b>	<b>608,718</b>	<b>13,970,675</b>	<b>557,607</b>	<b>4.4</b>	<b>9.2</b>	<b>4.2</b>	<b>4.0</b>	<b>100.0</b>
22	Utilities <sup>1</sup>	570,054	4,382	576,560	4,238	-1.1	3.4	0.8	0.7	0.7
4849y	Transportation and Warehousing <sup>2</sup>	875,642	113,880	876,498	110,842	-0.1	2.7	13.0	12.6	18.7
51	Information	1,497,831	165,237	1,405,882	147,656	6.5	11.9	11.0	10.5	27.1
52	Finance and Insurance <sup>3</sup>	4,268,985	142,782	4,101,707	127,714	4.1	11.8	3.3	3.1	23.5
53	Real Estate and Rental and Leasing	632,565	27,987	602,846	25,878	4.9	8.1	4.4	4.3	4.6
54	Professional, Scientific, and Technical Services <sup>4</sup>	1,726,542	47,009	1,647,677	43,570	4.8	7.9	2.7	2.6	7.7
56	Administrative and Support and Waste Management and Remediation Services	872,729	31,648	816,393	29,221	6.9	8.3	3.6	3.6	5.2
61	Educational Services <sup>5</sup>	64,306	7,508	61,934	6,715	3.8	11.8	11.7	10.8	1.2
62	Health Care and Social Assistance	2,427,731	1,828	2,304,000	1,649	5.4	10.9	0.1	0.1	0.3
71	Arts, Entertainment, and Recreation	250,250	10,931	237,482	9,385	5.4	16.5	4.4	4.0	1.8
72	Accommodation and Food Services	886,463	40,592	840,745	36,725	5.4	10.5	4.6	4.4	6.7
81	Other Services (except Public Administration) <sup>6</sup>	518,013	14,934	498,951	14,014	3.8	6.6	2.9	2.8	2.5

# Public Sector

## State and Local Governments

- Government Employment and Payroll
  - Annual data on number of full-time and part-time employees and their payrolls by functional category (includes data on Full-Time Equivalents (FTEs))
- Government Finances
  - Annual and quarterly data on revenues, expenditures, debts, and assets
  - Annual and quarterly data on government employee retirement systems
- Tax Statistics
  - Annual and quarterly data on tax revenue (seasonal adjustments for quarterly tax statistics)
- Lists and Structure of Governments
  - Counts of governments
- Special Topics (criminal justice, education, libraries)

<https://www.census.gov/govs/>

## Key stats for State and Local Government Hospitals:

Full-time employees (2018):

**905,695**

Payroll (2018): **\$5.1 billion**

Part-time employees (2018):

**219,346**

Payroll (2018): **\$740.0 million**

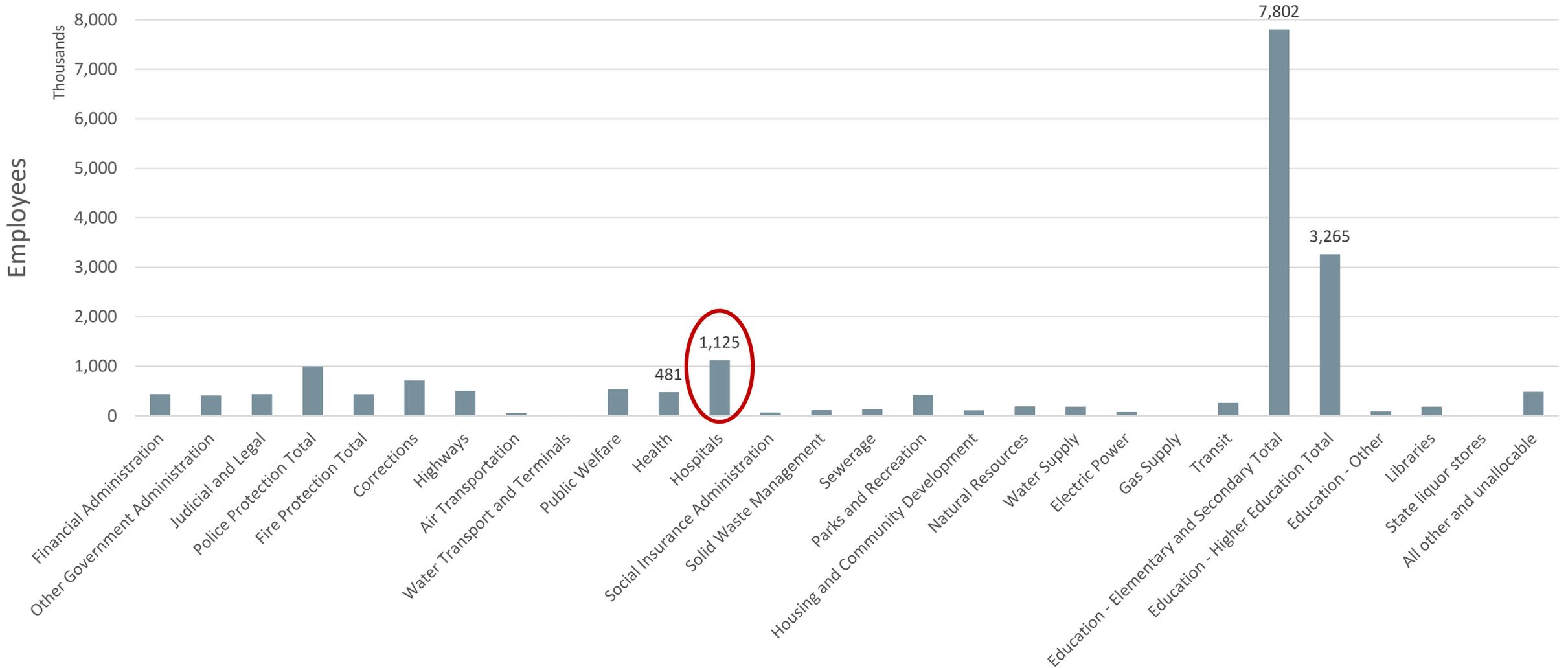
General revenue from hospitals

(2016): **\$151.3 billion**

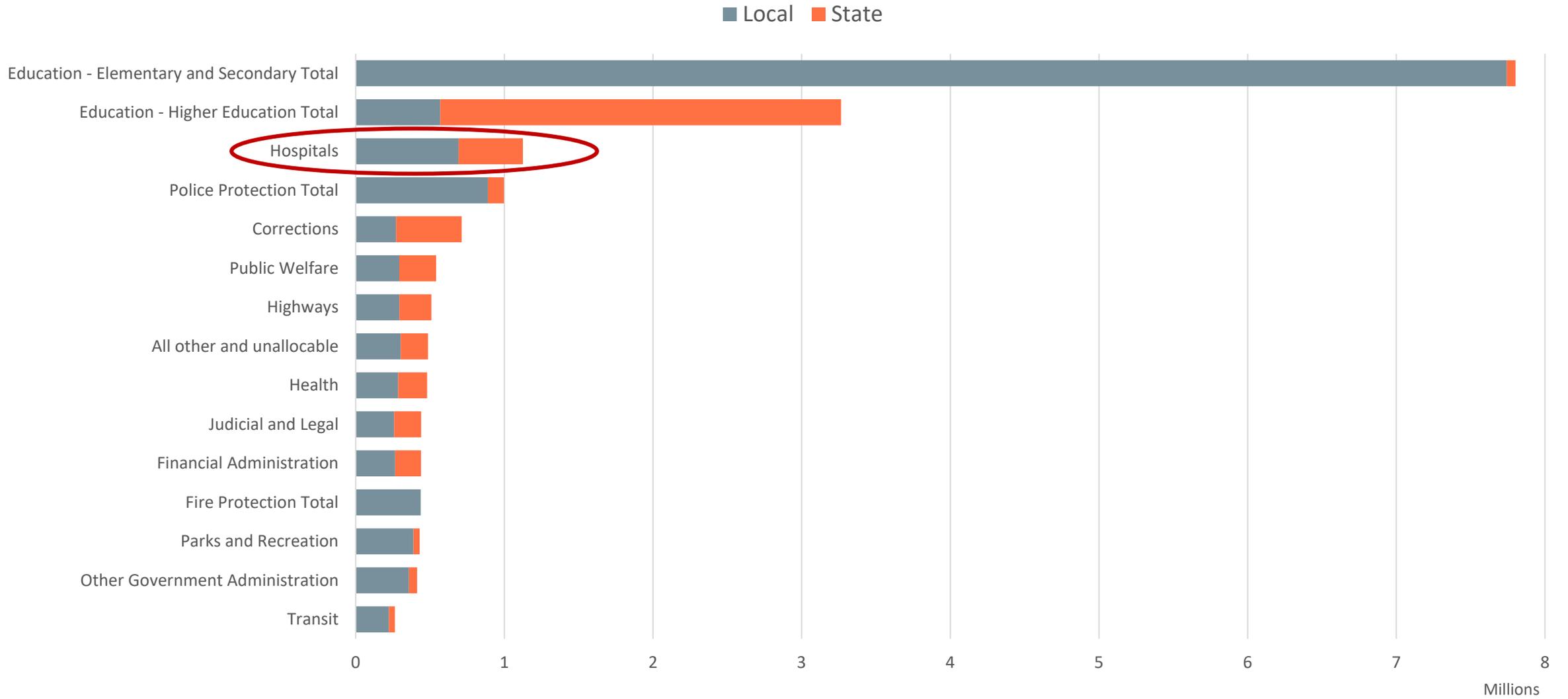
Direct expenditures on hospitals

(2016): **\$183.1 billion**

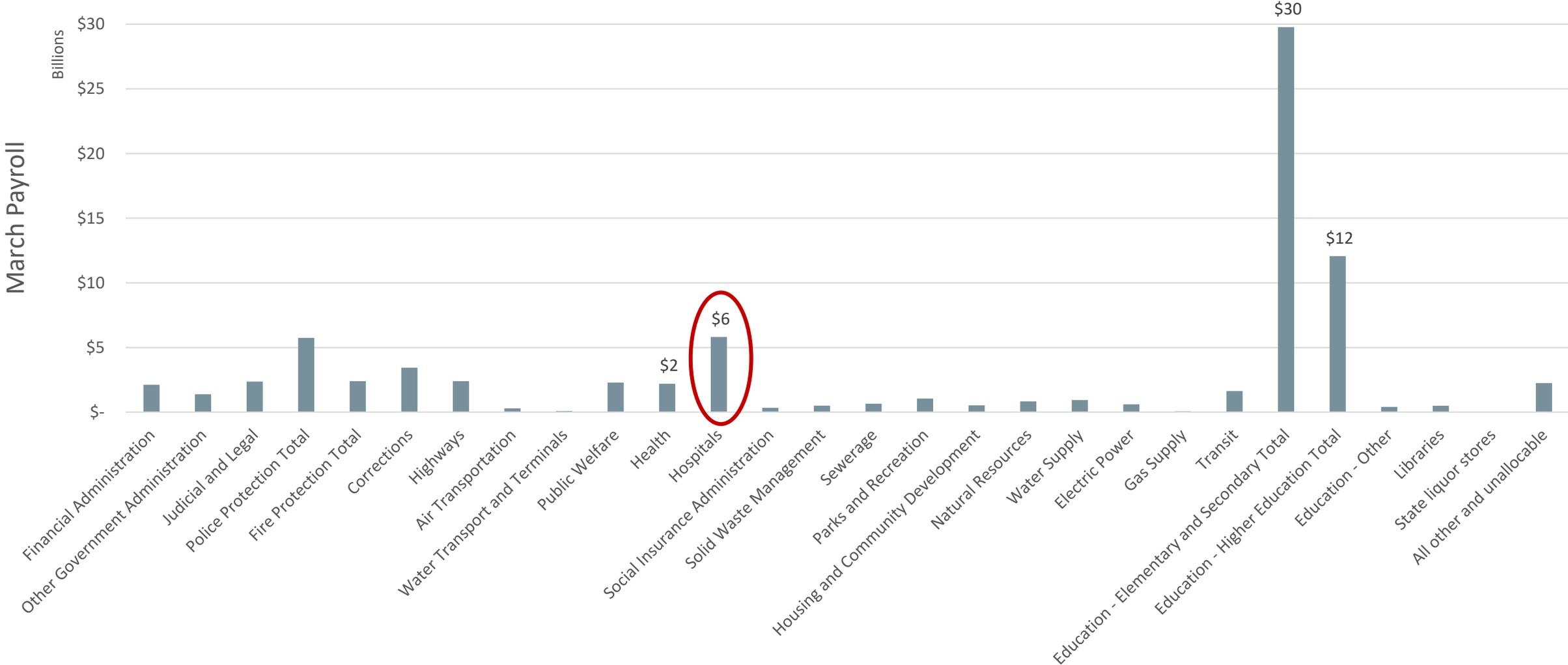
# Total State & Local Employees by Function



# Top 15 Functions: Total Employment



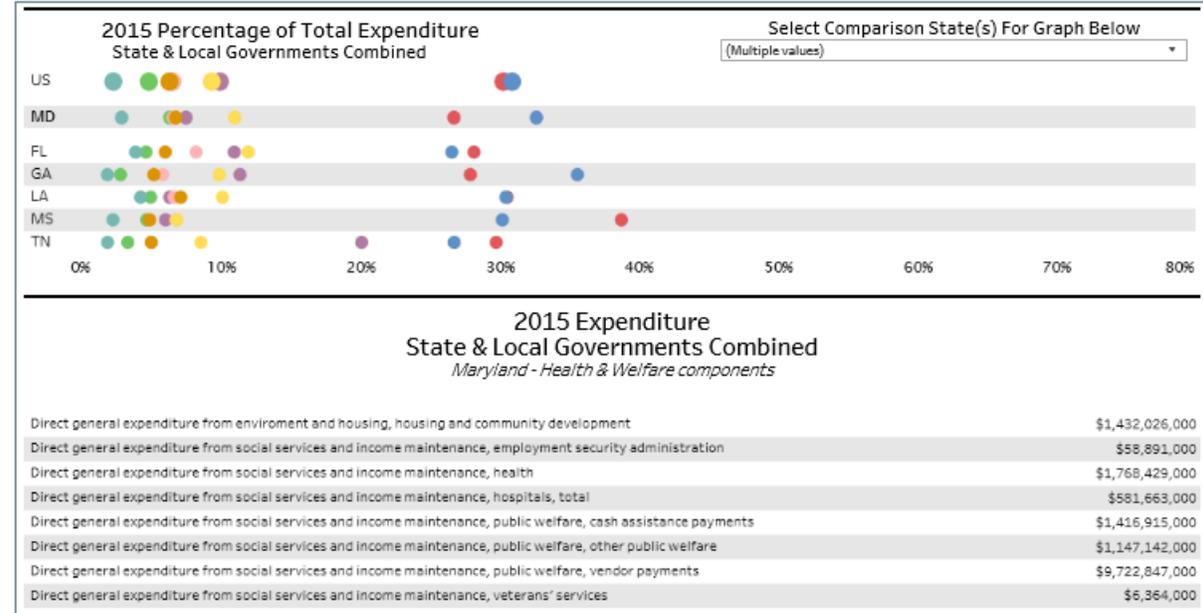
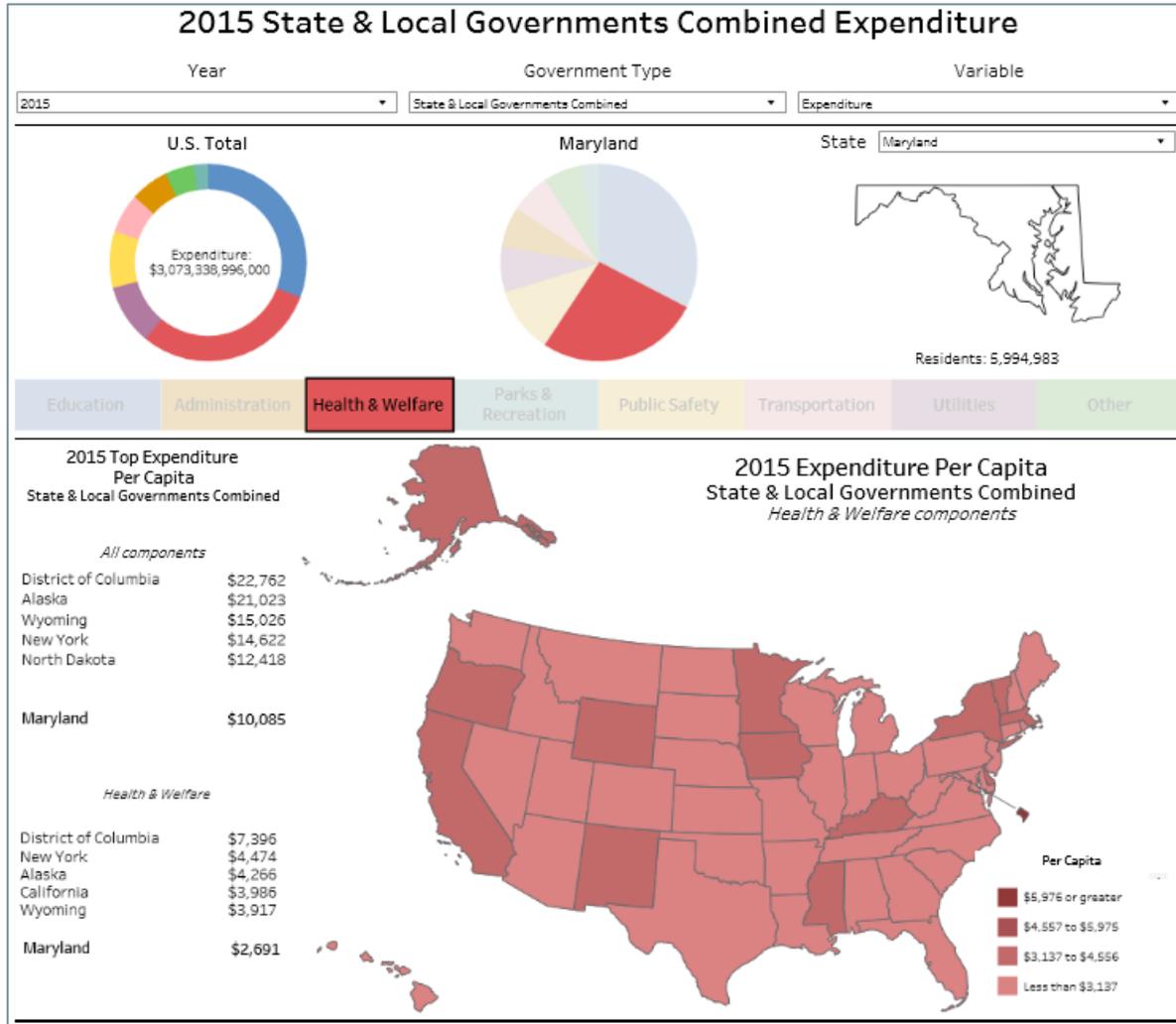
# Total State & Local March Payroll by Function (whole dollars)



U.S. Department of Commerce  
 Economics and Statistics Administration  
 U.S. CENSUS BUREAU  
 census.gov

Source: 2018 Survey of Public Employment and Payroll, U.S. Census Bureau

# State & Local Government Snapshot



## Others Actions to Change the Tool Display

- Select different years
- Select State, Local or State and Local Governments
- Select Variable to Display; Revenues, Expenditures, or Employment
- Select a State

# QWI

## The *Quarterly Workforce Indicators*

- Provides data on employment, job creation, and earnings
- Data also broken out by firm and worker characteristics
  - Firm: Geography, industry, age, size
  - Worker: sex, age, education, race, ethnicity
- Covers companies with employees only
- Shown at the National to county level

<https://lehd.ces.census.gov/data/#qwi>

## Key stats for 2018 Q2 for General Medical and Surgical Hospitals in Maryland:

Total employment: **91,436**

Hires: **5,537**

Separations: **5,212**

Firm job gain: **640**

Firm job loss: **320**

Average monthly earnings: **\$4,790**

(<https://qwiexplorer.ces.census.gov/exp-r/1013ca.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0>)

# QWI Explorer

Data on:

- Quarterly employment of
- General Medical and Surgical Hospitals in
- Maryland
- by worker age

<https://qwiexplorer.ces.census.gov>



<https://qwiexplorer.ces.census.gov/exp-r/1013cc.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0>

Geography Level  
Maryland

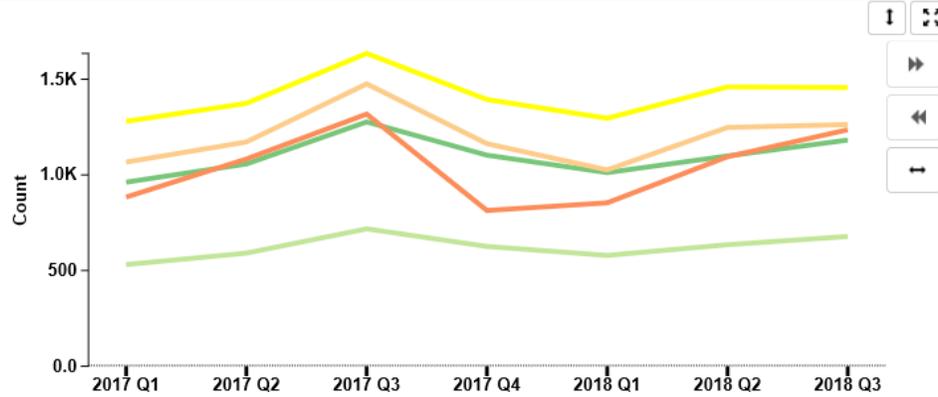
Indicator  
HirA - Hires All: Counts (Accessions)

Get Data Share Get Report

Filters/Aggregations

Time: X-Axis  
 Geography: None  
 NAICS 4-digit Industries: General Medical and Surgical Hospitals  
 Firm Ownership: All Ownership  
 Firm Age/Size: None  
 Worker Characteristics: None

QWI Status Flags  
 Data significantly distorted, fuzzed value released.



X-Axis: Quarters  
 Group: Education  
 Seven Quarters Selected  
 Normalize on X-Axis

	Less than high school	High school or equivalent, no college	Some college or Associate degree	Bachelor's degree or advanced degree	Educational attainment not available (workers aged 24 or younger)
2017 Q1	531	962	1,280	1,067	884
2017 Q2	591	1,057	1,374	1,172	1,083
2017 Q3	718	1,277	1,635	1,476	1,318
2017 Q4	626	1,103	1,394	1,163	814
2018 Q1	579	1,012	1,296	1,026	854
2018 Q2	635	1,099	1,460	1,248	1,095
2018 Q3	678	1,182	1,457	1,263	1,236

## Hires by Education Attainment

<https://qwiexplorer.ces.census.gov/exp-r/1013cf.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0>

## Monthly Wages by Worker Sex

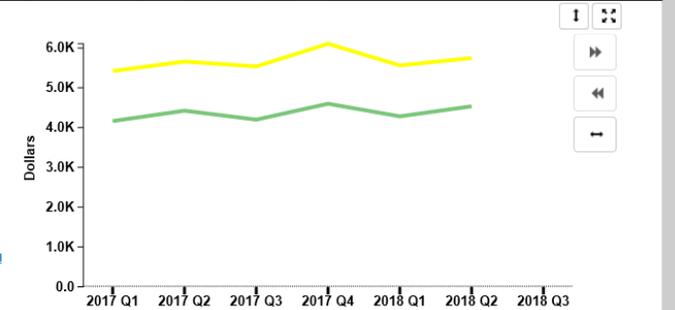
Geography Level  
Maryland

Indicator  
EarnS - Full Quarter Employment (Sta

Get Data Share Get Report

Filters/Aggregations  
 Time: X-Axis  
 Geography: None  
 NAICS 4-digit Industries: General Medical and Surgical Hospitals  
 Firm Ownership: All Ownership  
 Firm Age/Size: None  
 Worker Characteristics: None

QWI Status Flags  
 Data not available to compute this estimate.  
 Data significantly distorted, fuzzed value released.



X-Axis: Quarters  
 Group: Sex  
 Seven Quarters Selected  
 Two Sexes Selected  
 Normalize on X-Axis  
 Normalize on Group

	Male	Female
2017 Q1	5,419	4,164
2017 Q2	5,661	4,425
2017 Q3	5,536	4,200
2017 Q4	6,107	4,600
2018 Q1	5,562	4,283
2018 Q2	5,748	4,535
2018 Q3		

<https://qwiexplorer.ces.census.gov/exp-r/1013ce.html?st=MD&v=line&fc=true&t=ac0&extra=x%3D0%26g%3D0>

Geography Level  
 Maryland

Indicator  
 FirmJbC - Firm Job Change: Net Change

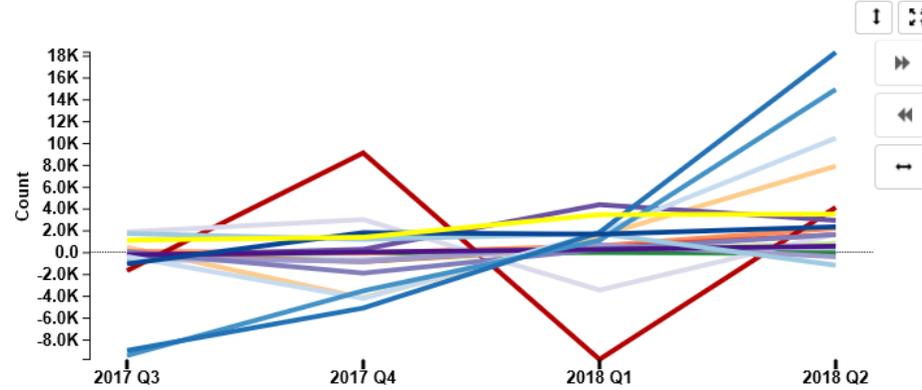
Get Data Share Get Report

Filters/Aggregations

Time: X-Axis  
 Geography: None  
 Industries: Group  
 Firm Ownership: All Private Ownership  
 Firm Age/Size: None  
 Worker Characteristics: None

QWI Status Flags

- No data available in this category for this quarter.
- Value suppressed because it does not meet U.S. Census Bureau publication standards.
- Data significantly distorted, fuzzed value released.



X-Axis: Quarters (Four Quarters Selected)

Group: NAICS Sectors (20 NAICS Sectors Selected)

Normalize on X-Axis:  Normalize on Group:

	Professional, Scientific, and Technical Services	Management of Companies and Enterprises	Administrative and Support and Waste Management and Remediation Services	Educational Services	Health Care and Social Assistance	Arts, Entertainment, and Recreation	Accommodation and Food Services	Other Services (except Public Administration)	Public Administration
2017 Q3	-299	-187	-351	1,756	1,156	-9,421	-8,961	-1,020	
2017 Q4	314	53	-4,179	1,222	1,417	-3,490	-5,067	1,839	
2018 Q1	4,403	301	1,808	1,765	3,482	1,129	1,861	1,692	
2018 Q2	2,964	597	10,500	-1,148	3,543	14,965	18,360	2,377	

# Firm Job Change by NAICS Sector

# The *Economic Census*

- NAICS: **Nearly every** 2- thru 6-digit code covered by the Census Bureau
  - Excludes Agriculture (NAICS 11) and other selected types of business (see [https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par\\_textimage](https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage) for full list of exclusions)
- Geography: National, state, metro and other lower geographies (areas shown vary by sector)
- Other Dimensions: Data by **business size** (establishment and firm; employment and revenue), **Legal Form of Organization**, **Franchise status**, etc.
- Over **200 data variables** shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data (revenue by products sold or manufactured or services provided)

## Key stats from the 2012 EC for General Medical and Surgical Hospitals:

Total number of establishments:

**5,001**

Total employment:

**5,256,237**

Total annual payroll:

**\$291.6 billion**

Total receipts:

**\$816.6 billion**

## 2017 Economic Census Planned Data Product Releases

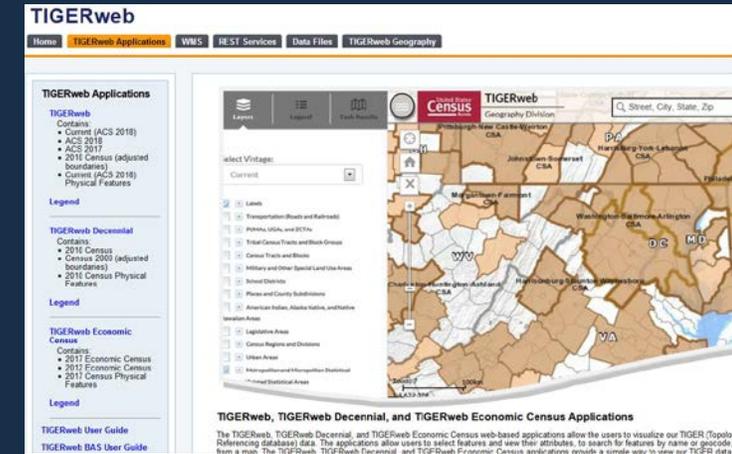
Publication Series	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, Metro Areas, Counties, and Places)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Subject Series : Products North American Product Classification System (NAPCS)	Product Lines: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Lines: NAPCS x NAICS for the U.S.	

Summary / Subject Series	Planned Release Date or Date Range
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Establishments	
Economy Wide Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
Economy Wide Estab & Firm Size Summary Statistics by Revenue Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Employment Size of Firms	
Economy Wide Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Economy Wide Estab & Firm Size Summary Statistics by Legal Form of Organization	
Manufacturing: Detailed Statistics for the U.S.	
Construction: Detailed Statistics for the U.S., Regions, and States	
Mining: Detailed Statistics for the U.S.	
Mining: Miscellaneous Subjects	
Construction: Miscellaneous Subjects	
Manufacturing: Miscellaneous Subjects	
Services: Miscellaneous Subjects	
Wholesale Trade: Miscellaneous Subjects	
Retail Trade: Miscellaneous Subjects	
Zip Code Statistics	December 2021

See the release schedule on the Economic Census web site  
<https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html> for updates

# Changes for the 2017 Economic Census

- Geographic Areas
  - **15 states** had metro areas (CBSAs) with some type of change
  - **3 states** had counties with some type of change (Alaska, South Dakota, and Virginia)
  - **Every state** had economic place changes (**16,349** Places and parts; **58% changed**)
  - See <https://www.census.gov/programs-surveys/economic-census/geographies.html> for more information
- (No NAICS Changes that impact the Healthcare sector)
- **New NAPCS-based Product Lines** data (revenue by products sold or manufactured or services provided)
- Many structural product changes
- New disclosure rules
- New Dissemination Platform





# Demographic Data

# The American Community Survey

## Census & ACS

- **American Community Survey (ACS) basics**
- Exploring healthcare demographics using ACS data
- Stay in touch

# Workforce Demographics with the American Community Survey

## The American Community Survey (ACS)

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** addresses and informs over **\$675 billion** of Federal government spending each year
- Covers **40+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
- Three key annual data releases:
  - 1-year Estimates (for geographies with populations 65,000+)
  - 1-year Supplemental Estimates (for geographies with populations 20,000+)
  - 5-year Estimates (for all available levels of geography)

## Key Estimates from the ACS for Healthcare:

### Social

Marital Status: 48.2% of population 15 years and over now married

### Demographic:

Civilian employed Hispanic or Latino population 16 years and over: 2,881,993

### Economic

Health Insurance coverage: 89.5% of civilian noninstitutionalized population

### Housing:

Home value: 1,476,974 owner-occupied units valued at less than \$10,000

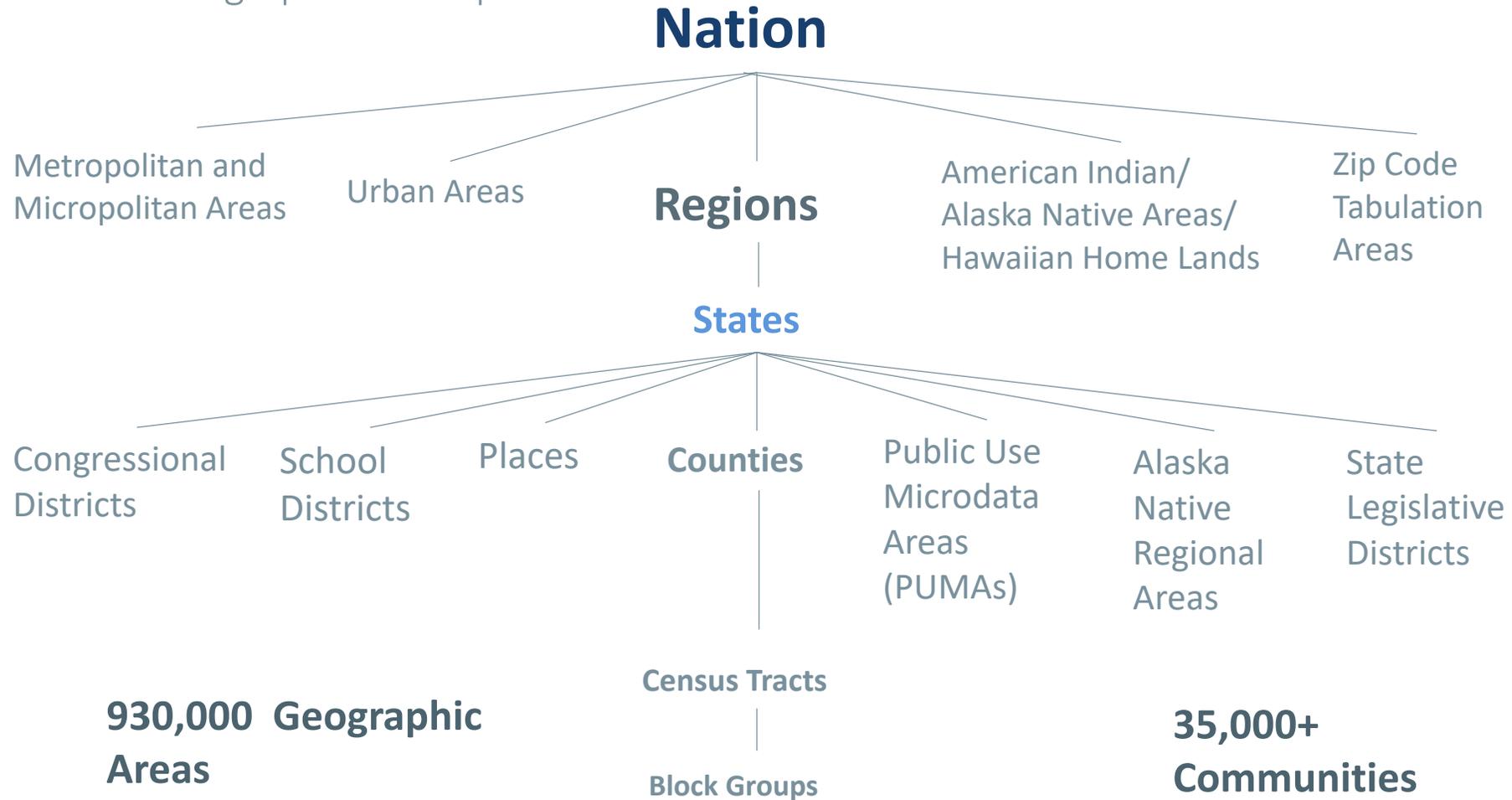
# The American Community Survey

## Content Overview

POPULATION		HOUSING
<b>SOCIAL</b> Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	<b>DEMOGRAPHIC</b> Age Hispanic Origin Race Relationship Sex  <b>ECONOMIC</b> Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	Computer & Internet Use Costs (Mortgage, Rent, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In

# The American Community Survey

## Selected Census Geographic Concepts



# The American Community Survey

## Outline

- American Community Survey (ACS) basics
- **Exploring healthcare demographics using ACS data**
- Stay in touch

# Health Insurance



**16** Is this person **CURRENTLY** covered by any of the following types of health insurance or health coverage plans? Mark "Yes" or "No" for EACH type of coverage in items a – h.

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| a. Insurance through a current or former employer or union (of this person or another family member)                  | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Insurance purchased directly from an insurance company (by this person or another family member)                   | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Medicare, for people 65 and older, or people with certain disabilities   | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability | <input type="checkbox"/> | <input type="checkbox"/> |
| e. TRICARE or other military health care  | <input type="checkbox"/> | <input type="checkbox"/> |
| f. VA (including those who have ever used or enrolled for VA health care)   | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Indian Health Service  | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Any other type of health insurance or health coverage plan – <i>Specify</i>  | <input type="checkbox"/> | <input type="checkbox"/> |

# The American Community Survey

ACS Data in Action: Using ACS data to identify hiring needs for pharmacists



COURTESY: WALGREENS



# The American Community Survey

## Outline

- American Community Survey (ACS) basics
- Exploring healthcare demographics using ACS data
- **Stay in touch**

# The American Community Survey

Continue the Conversation



Sign up for and manage alerts at  
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



Social media: @uscensusbureau



More information online:  
<https://www.census.gov/acs>



acso.users.support@census.gov



Census Customer Service Center  
800-923-8282



Source Us:

*U.S. Census Bureau's [YYYY – YYYY] American  
Community Survey  
[1/3/5]-year [estimates/statistics/data release]*

# The American Community Survey

## Data Tell Stories. Tell us Yours!

The screenshot shows the 'Share Your ACS Data Story' web form. At the top, there is a navigation bar with links for 'GEOGRAPHY', 'LIBRARY', 'DATA', and 'SURVEYS/PROGRAMS'. The main heading is 'American Community Survey'. Below this, the section is titled 'Share Your ACS Data Story'. The text reads: 'We want to hear about how you use American Community Survey (ACS) data to make an important decision, hire new employees, open/expand a business, etc? If so, we are eager to learn more about how you use ACS data in action. Share your story by completing the fields below to help us showcase the value of the ACS.' There is a link for 'Need help getting started? Check out featured examples from our current collection of ACS data stories.' A red asterisk indicates a required field. The form has three main sections: 'Your Story \*', 'Outcome \*', and a third section. The first section is titled 'Your Story \*' and asks 'Tell us how you use ACS data.' The second section is titled 'Outcome \*' and asks 'Tell us about any outcomes or decisions that you or your organization have made based on ACS data. For example: selecting a location for a \$250 million department store distribution center that brought 4,000 jobs to Denver, CO.' Three callout circles are overlaid on the form: the top one shows a bookshelf and is labeled 'Your story'; the middle one shows a hand holding a tablet with a world map and bar chart, labeled 'Your data details'; the bottom one shows a hand holding a bar chart, labeled 'Your outcome'.

Your story

Your data details

Your outcome



# Exploring Census Data Webinar Series

- Next webinar scheduled for August 22<sup>nd</sup>, 2019
- Will cover key Census Bureau programs that publish data on Small and Minority-Owned Businesses
  - Learn more at <https://www.census.gov/data/training-workshops.html>



Interested in finding business data and valuable resources from the Census Bureau? If you answered yes, then this webinar series is for you!

During this webinar series, you will explore our data with Subject Matter Experts. Each session will dive into the value of our data through illustrations and use cases. We will share helpful information and resources to show you how to access the data. This webinar series is for anyone looking for data and not sure where to begin. Discover the possibilities! Here are the topics:

Topic:	Session Date:
International Trade	April 25, 2019
Employment	May 21, 2019
Emergency Management	June 5, 2019
Healthcare	July 25, 2019
Small & Minority-owned Businesses	August 22, 2019
Hidden Gems	September 25, 2019

**SAVE THE DATE:** All webinars are FREE and start 2:00pm ET  
No registration required – Log in details will be provided 24-48 hours prior to the event  
For more information about the Exploring Census Data Webinar Series, please contact the Data User Outreach & Education Branch at 800-242-2184 or [ewd.outreach@census.gov](mailto:ewd.outreach@census.gov)

# Q & A and Thank You!

## Contact Us At:

[andrew.w.hait@census.gov](mailto:andrew.w.hait@census.gov)

**301-763-6747**

[acso.users.support@census.gov](mailto:acso.users.support@census.gov)

**301-763-1405**

For detailed questions concerning the 2020 Decennial, contact:

**301-763-INFO or 800-923-8282**

To schedule additional training with a Census Data Dissemination Specialist

in your area, please call 844-Ask-Data

Or email us at: [census.askdata@census.gov](mailto:census.askdata@census.gov)



# Reference Materials

# North American Industry Classification System (NAICS)

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[www.census.gov/eos/www/naics](http://www.census.gov/eos/www/naics)

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years

# NAICS Structure - 20 Sectors

<b>11</b>	Agriculture, Forestry, Fishing and Hunting		<b>53</b>	Real Estate and Rental and Leasing	
<b>21</b>	Mining, Quarrying, and Oil and Gas Extraction		<b>54</b>	Professional, Scientific, and Technical Services	
<b>22</b>	Utilities		<b>55</b>	Management of Companies and Enterprises	
<b>23</b>	Construction		<b>56</b>	Administrative and Support and Waste Management and Remediation Services	
<b>31-33</b>	Manufacturing		<b>61</b>	Educational Services	
<b>42</b>	Wholesale Trade		<b>62</b>	Health Care and Social Assistance	
<b>44-45</b>	Retail Trade		<b>71</b>	Arts, Entertainment, and Recreation	
<b>48-49</b>	Transportation and Warehousing		<b>72</b>	Accommodation and Food Services	
<b>51</b>	Information		<b>81</b>	Other Services (except Public Administration)	
<b>52</b>	Finance and Insurance		<b>92</b>	Public Administration	

# NAICS Hierarchy

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<b>Level</b>	<b>Code</b>	<b>Description</b>
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations





## Explore Census Data

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

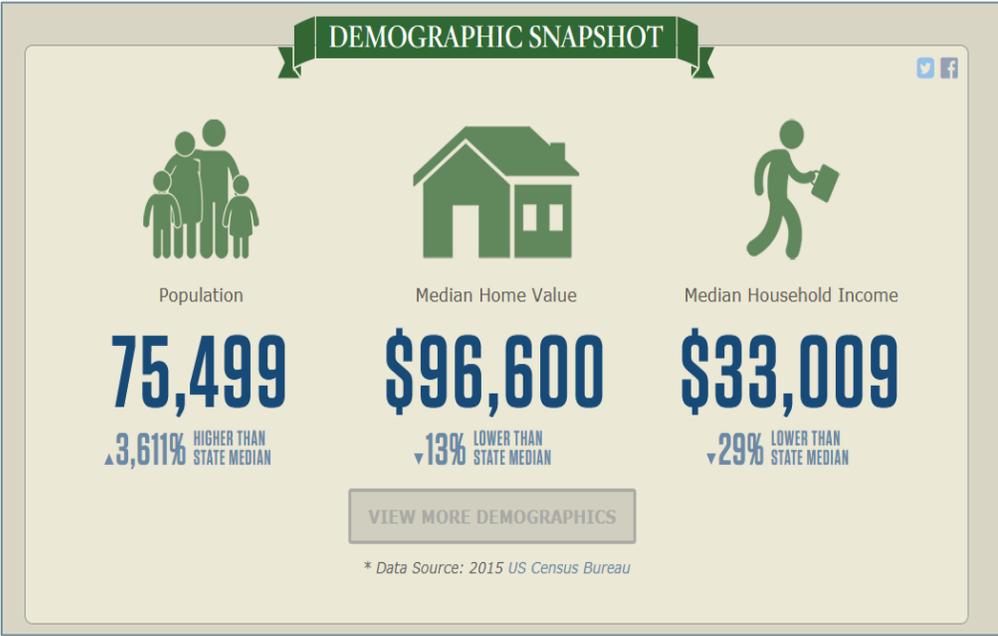
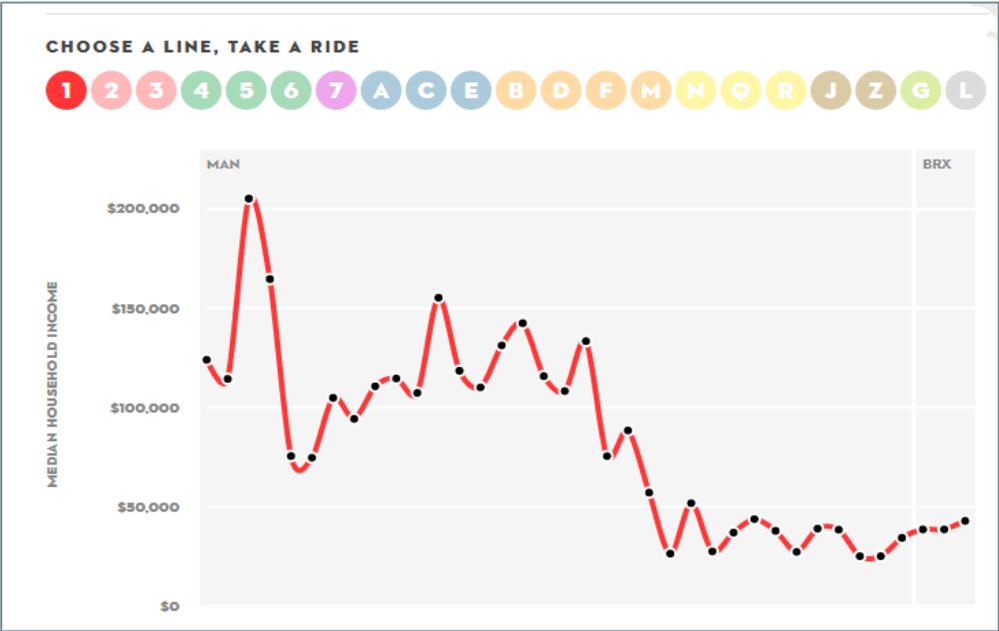
[Advanced Search](#)

### Send Feedback

[cedsci.feedback@census.gov](mailto:cedsci.feedback@census.gov)



# Application Programming Interface (API)



[census.gov/developers](https://census.gov/developers)

# Public Use Microdata Sample (PUMS)

## Public Use Microdata Sample

### Anonymized

### Downloadable

- SAS and CSV
- AFF, FTP, DataFerrett

### Individual Responses

- Must be tabulated and weighted by user

### Representative Sample of the

### Population

- 1-year (1%)
- 5-year (5%)

[census.gov/programs-surveys/acs/data/pums.html](https://census.gov/programs-surveys/acs/data/pums.html)

# Handbooks

- Understanding and Using American Community Survey Data:
  - What All Data Users Need to Know – *available now*
  - What the Business Community Needs to Know – *available now*
  - What State and Local Governments Need to Know – *available now*

<https://census.gov/programs-surveys/acs/guidance/handbooks.html>