

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

## An Overview of Census Bureau Economic Geographic Areas

**For audio, dial: 888-469-1572  
Passcode: 4405817#**

June 16, 2020

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US Census Bureau



# Exploring Census Data Webinar Series

- Monthly webinars on key topics
- Follows real-life use cases
- Presented by Census subject matter experts
- Includes Q&A
- Recorded and posted for later reference
- Learn more at: <https://www.census.gov/academy>
- View 2019 webinar series materials at: <https://www.census.gov/data/academy/webinars.html>

## Exploring Census Data Webinar Series

<u>Topic:</u>	<u>Date:</u>
Transportation	March 31, 2020
Finance	April 28, 2020
Education	May 27, 2020
<b>Economic Geography</b>	<b>June 16, 2020</b>
Emerging Technologies	July 21, 2020
New Businesses	August 11, 2020
Hidden Gems	September 22, 2020

**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, please contact the Data User & Trade Outreach Branch at 800-242-2184 or [ewd.outreach@census.gov](mailto:ewd.outreach@census.gov)

# Objectives

 Raise awareness of the geographic areas published in the Economic Census and other Census Bureau business programs

 Train users on how best to use Census Bureau data published on these geographic areas and how they relate to the geographic areas published in other Census programs

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

- To obtain an archived copy, visit [census.gov](https://www.census.gov) / Explore Data / Census Academy
- Find stories and free visualizations under 'Library'



# Outline

- I. About the Census Bureau
- II. Economic Census Geographies
  - States
  - Metro Areas
  - Counties
  - Economic Places
  - Other Geographic Areas
  - Geographic Change Resources
- III. ACS Geographies
  - Which geographic areas are the same
  - Which ones are different (similar)
  - Which ones are unique to Census demographic programs

## Check Out Census Data in Action!

### America Counts: Stories Behind the Numbers

We feature stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population.

America Counts: Stories Behind the Numbers –  
<https://www.census.gov/library/stories.html>



# About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of the United States
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Economic Census** – the official five-year measure of American business
  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

Decennial Population  
and Housing Census  
Every 10 years

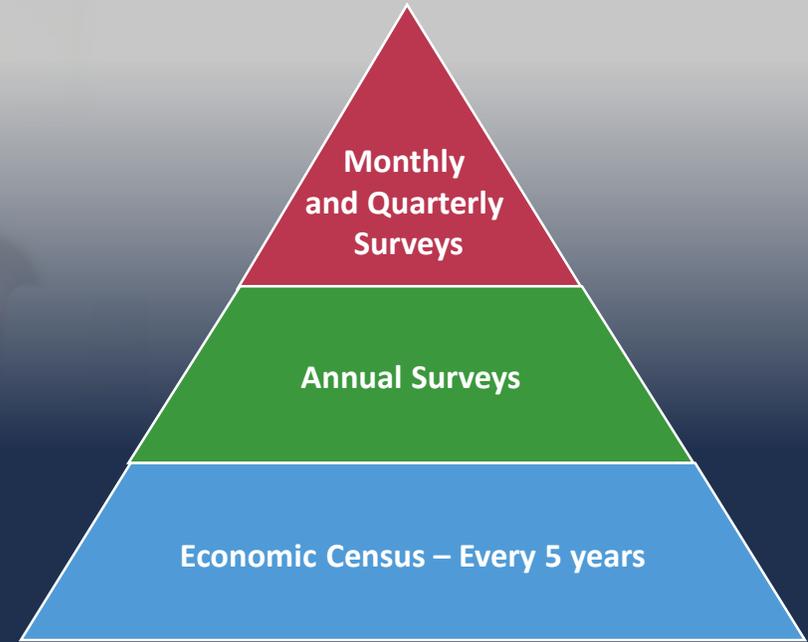
Economic Census  
Every 5 years

Census of Governments  
Every 5 years

American Community Survey  
Annual

Annual Retail Trade  
Annual

Plus more than 130  
demographic and economic surveys  
every year



## Census Economic Surveys

- 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

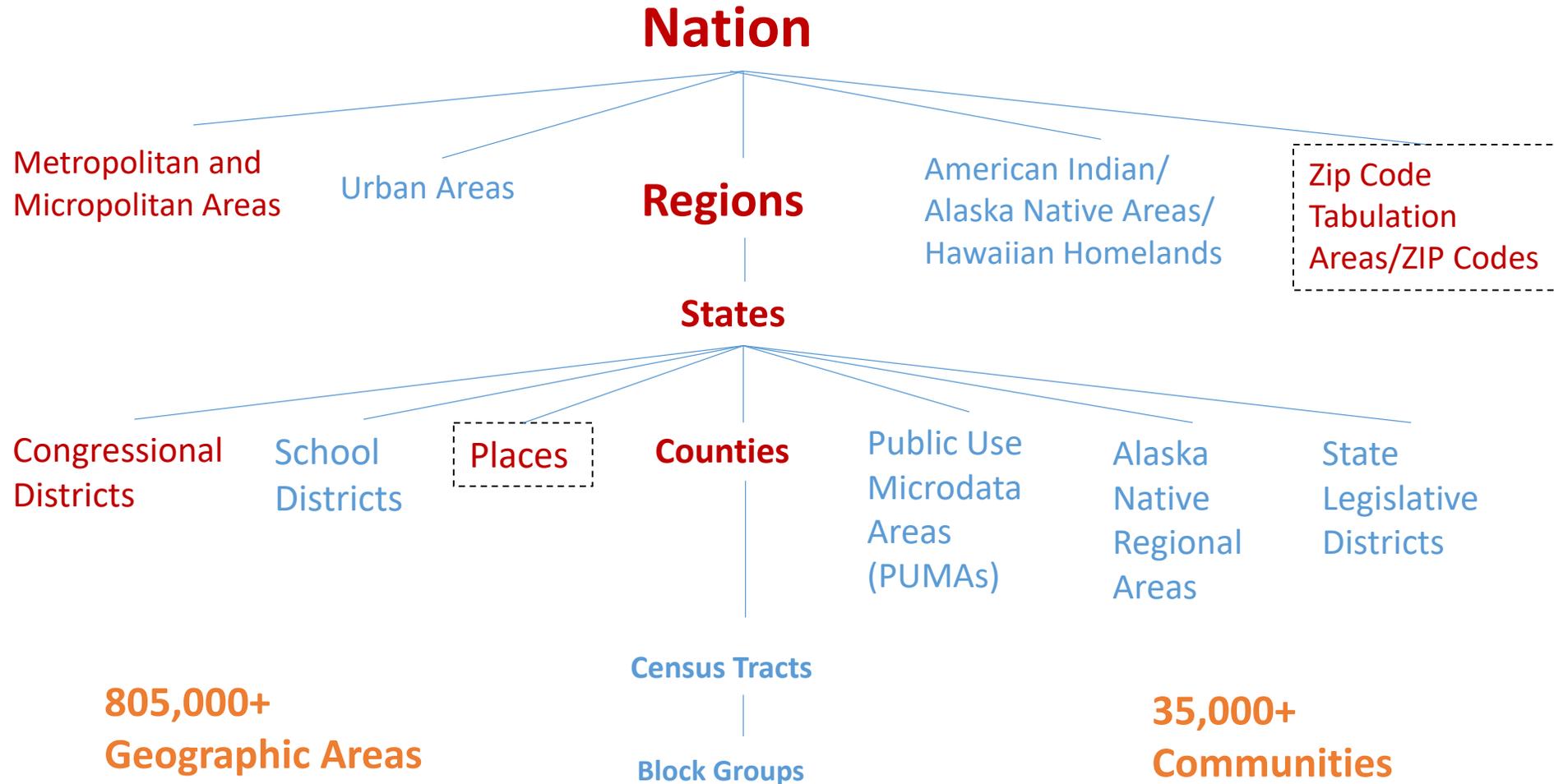
# Key Census Bureau Terms

- NAICS (North American Industry Classification System)
  - Our primary data dimension
- Establishments (vs. Companies, Firms, etc.)
  - Our collection/tabulation level
- Employers (vs. Nonemployers)
  - Most programs only cover employer businesses
  - Nonemployers: self-employed individuals
- U.S. Code Title 13 and 26
  - Protects business privacy and confidentiality



# Census Bureau Geographies

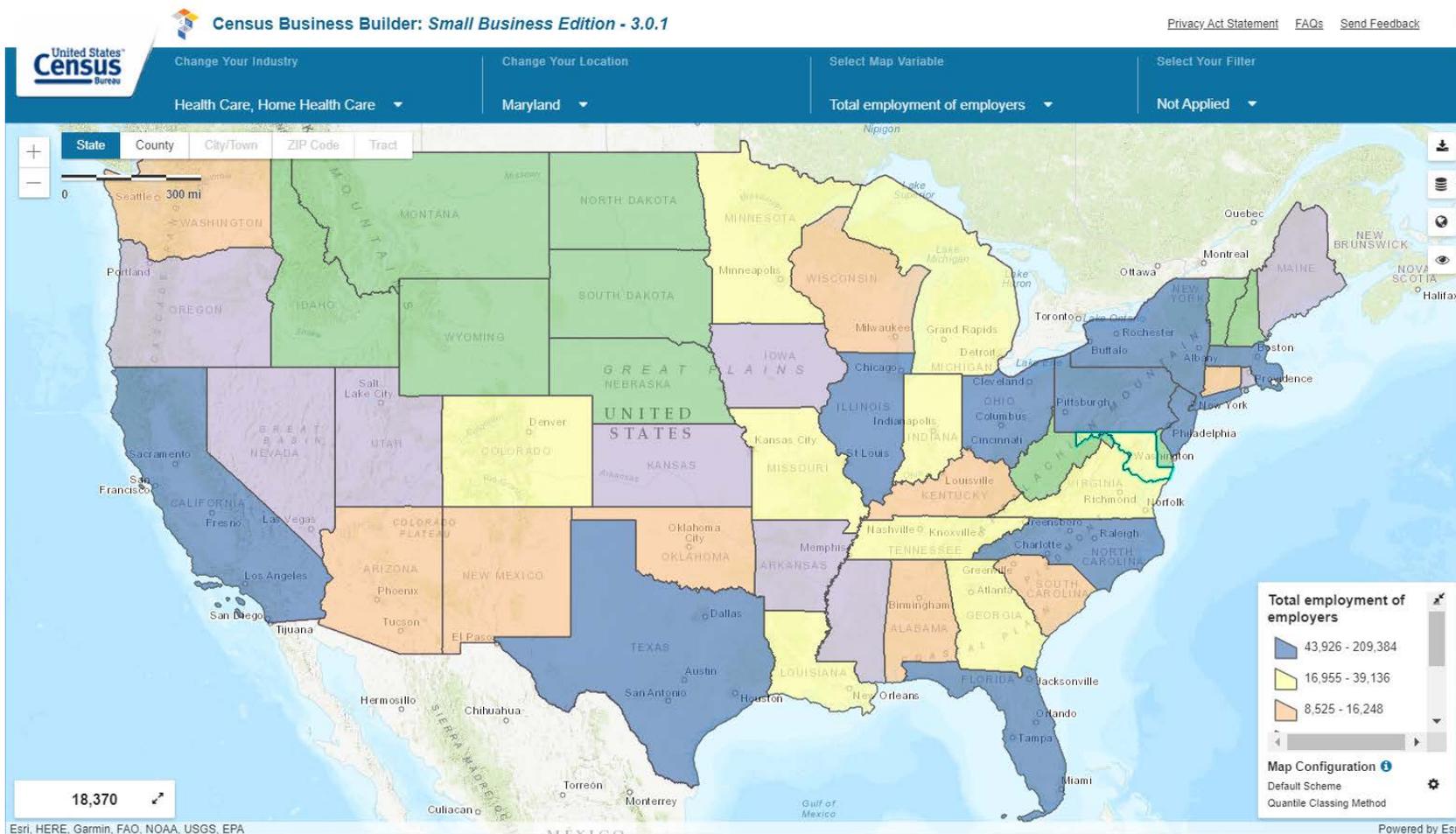
# Selected Census Bureau Geographic Concepts



In Census economic programs, each establishment is geocoded based on its physical address

# Economic Geographies

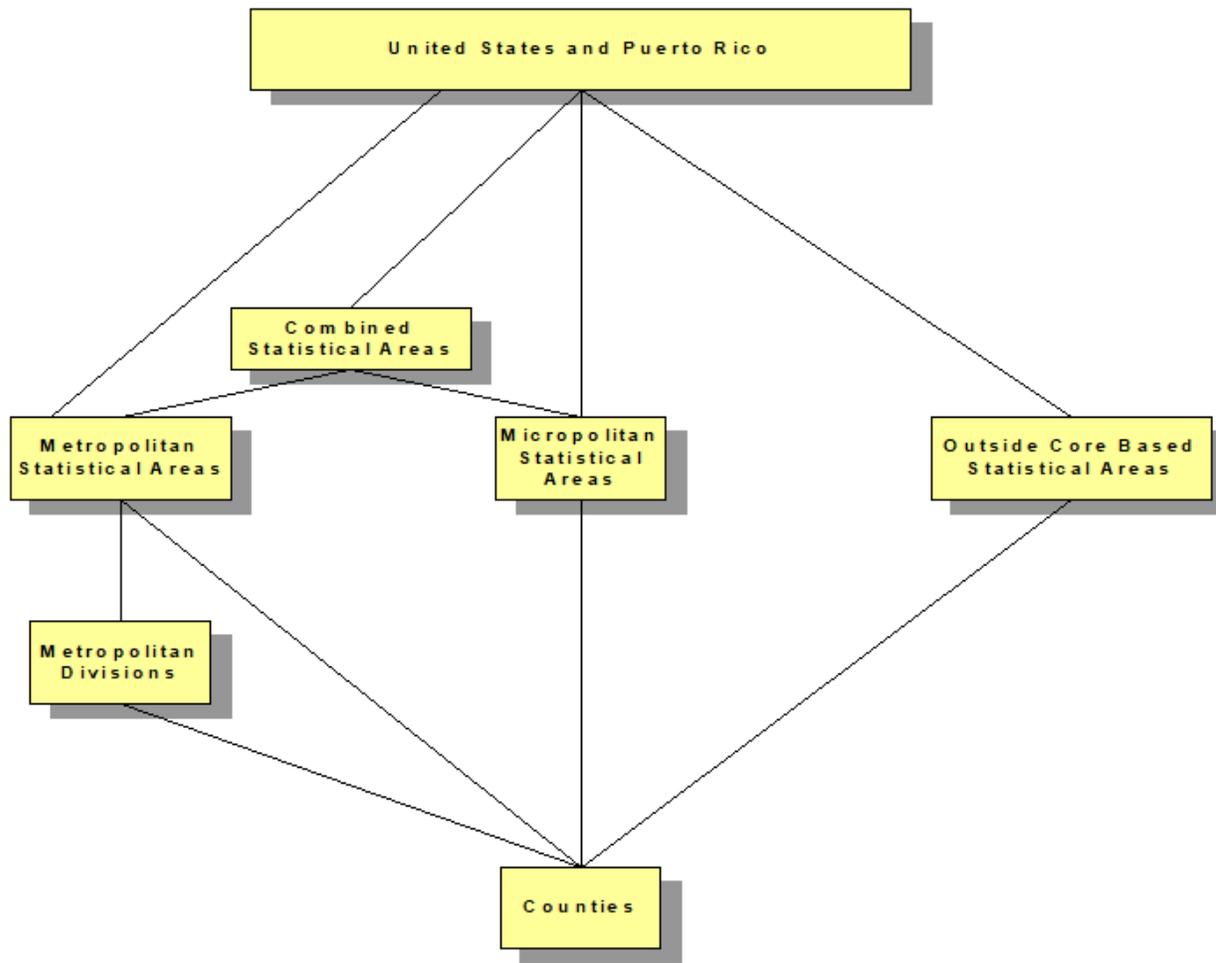
# States



Home Health Care employment by State: 2017

- **EC** covers data for
  - The 50 U.S. States
  - The District of Columbia
  - Also breakout for
    - Metro and non-metro portion of the state
- **ECIA** covers data for
  - American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands
- **Boundaries** don't typically change (and haven't added any for a long time...)

## Core Based Statistical Area Classification



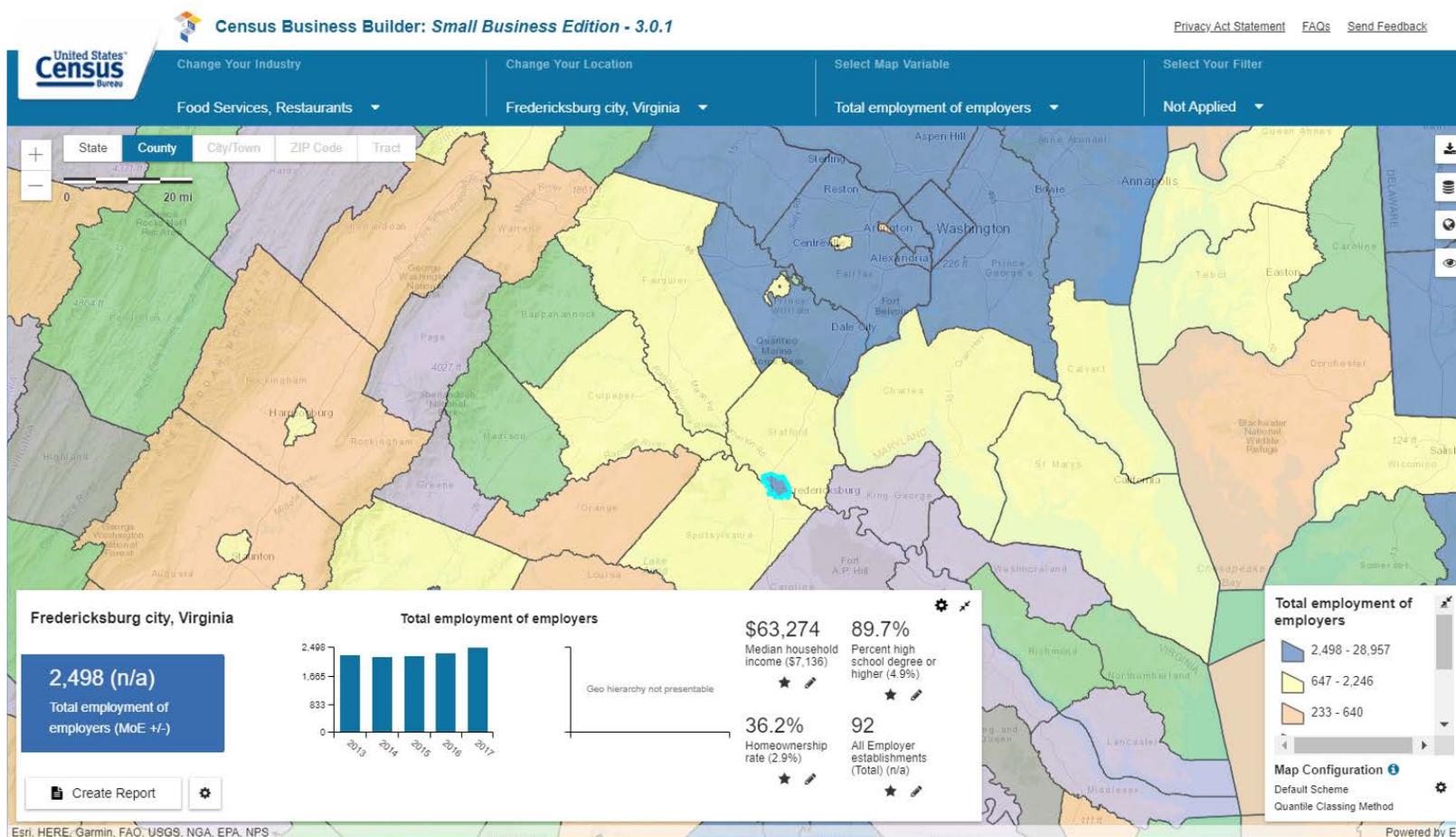
Oddities: CFS Areas... more about this later

- "Metro Areas" include:
  - CSAs
  - Metros
  - Micros
  - Metro Divisions
- Also have state parts of metros
- All are built from Counties
- **Boundaries periodically change**
  - 2017 EC metros as of 12/31/2016

### Example

- Los Angeles CSA
  - LA MeSA
    - Anaheim MD
    - LA MD
  - Oxnard MeSA
  - Riverside MeSA

# Counties



Restaurant employment by County: 2017 (with focus on Fredericksburg city, VA)

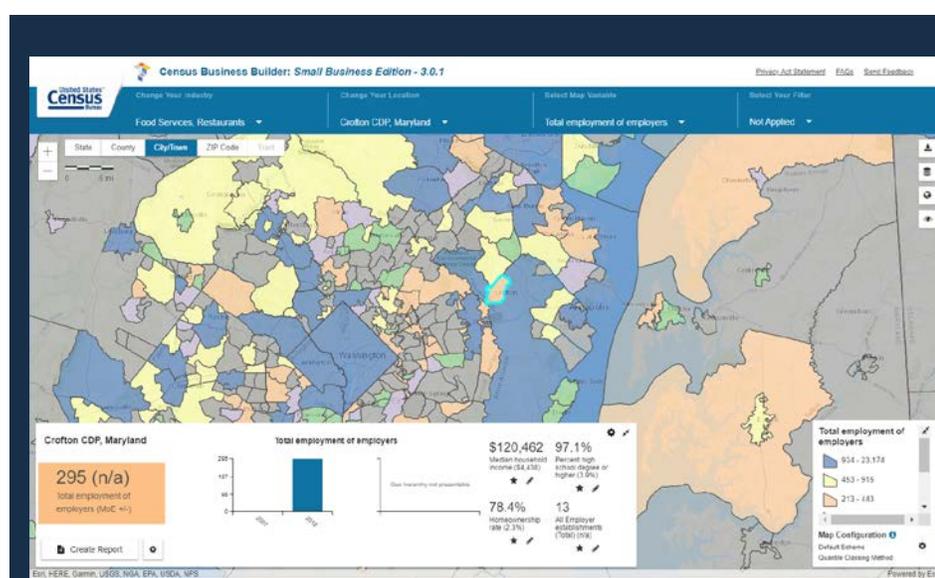
## Include

- Counties
- Independent Cities (like Baltimore city)
- County equivalents
  - Parishes in LA,
  - Census Areas in AK
- For Island Areas
  - Municipios in PR
  - Islands in USVI
- "Statewide" counties (CBP)

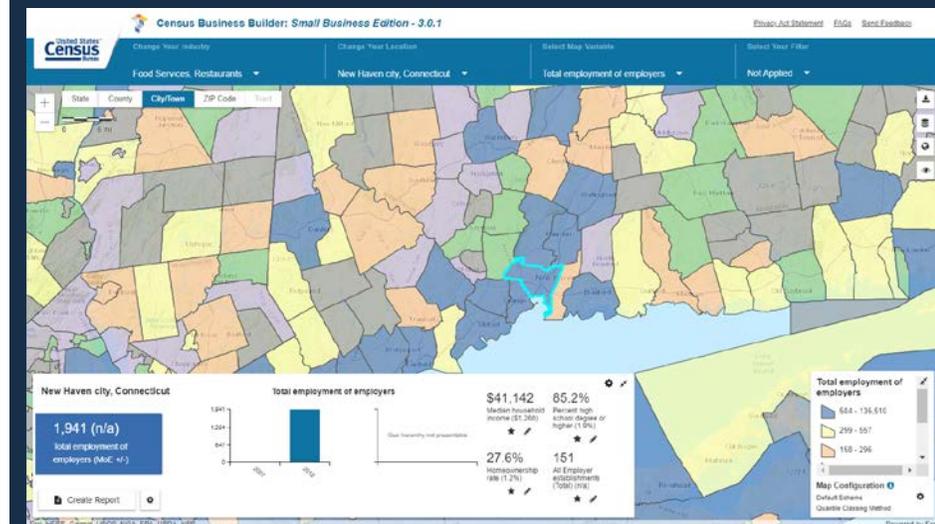
**Boundaries CAN CHANGE**

# Economic Places

- **Include**
  - Incorporated cities, towns, villages, boroughs (municipalities)
  - Unincorporated areas (CDPs)
  - MCDs in New England states plus MI, MN, & WI
  - "Balance of County" places
    - Not the same as "Remainder of county"
  - Part-places (county parts of cross-over places)
  - Size cutoff: 2,500+ pop and/or jobs
- **Boundaries OFTEN CHANGE**
- Though not actually "places", EC also publishes data for Consolidated Cities



MD Places (including Crofton CDP)



CT Places (including New Haven city)

# Other Geographic Areas

- **Regions and Divisions**

- 4 Regions
- 9 Divisions
- In EC, published for the Construction sector only

- **PR Commercial Regions**

- **Offshore Areas**

- In EC, Mining only

- **ZIP Codes**

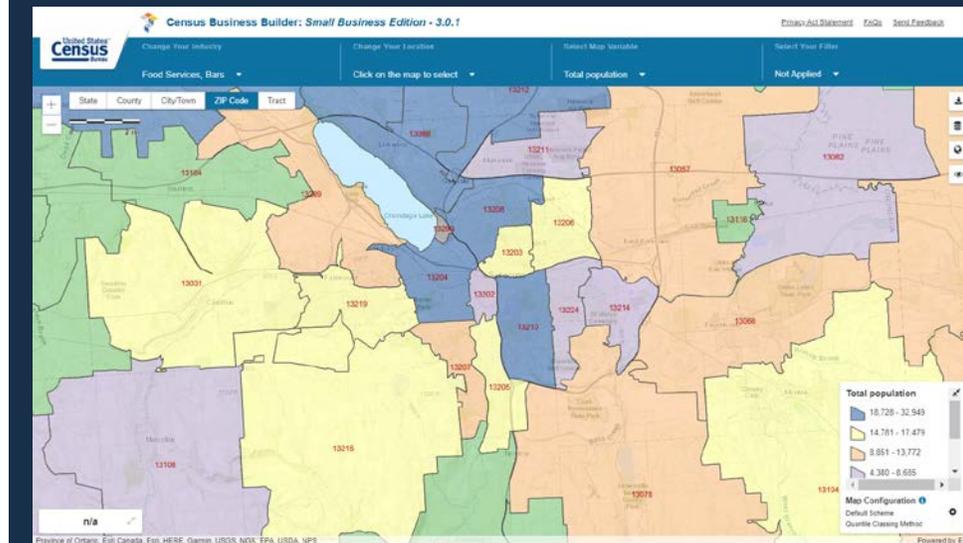
- Not (quite) the same as ZCTAs
- In ZBP, exclude PO Box and single business ZIPs
- USPS can change monthly

- For the Commodity Flow Survey: CFS Areas

Census Regions and Divisions



Syracuse NY area ZIP Codes



# Economic Census Coverage by NAICS Sector

Sector	U.S./States	Metro Areas	Counties	Places
Mining	X			
Utilities	X	X	X	X
Construction	X			
Manufacturing	X	X	X	
Wholesale Trade	X	X	X	X
Retail Trade	X	X	X	X
Transportation and Warehousing	X	X	X	X
Information	X	X	X	X
Finance and Insurance	X	X	X	X
Real Estate and Rental and Leasing	X	X	X	X
Professional, Scientific, and Technical Services	X	X	X	X
Management of Companies and Enterprises	X			
Administrative and Support and Waste Management and Remediation Services	X	X	X	X
Educational Services	X	X	X	X
Health Care and Social Assistance	X	X	X	X
Arts, Entertainment, and Recreation	X	X	X	X
Accommodation and Food Services	X	X	X	X
Other Services (Except Public Administration)	X	X	X	X



# Geographic Changes

Continually change, but only implemented for the economic programs every Economic Census year (boundaries locked in for intra-Census years)

Occur due to:

- Annexations or detachments
- Incorporations or Disincorporations
- Treaties, executive & court orders, etc.
- Definition changes (i.e. metro areas)

## Change Resources

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

- Change Notes  
(<https://www.census.gov/programs-surveys/economic-census/geographies/change-notes.html> )
- TIGERWeb Econ  
(<https://tigerweb.geo.census.gov/tigerwebecon/>)
- Geographic Areas Reference File (see "U.S." under Change Notes)

# 2017 vs. 2012 Florida Metro Areas and Their County Components

TITLE	Notes	CSA code	MSA code	MD code	ST code	COUNTY code
<b>Pensacola-Ferry Pass, FL-AL CSA</b>	New combined Statistical Area, comprised of a new Micro Area, and a 2012 Metro Area	426	00000	99999	00	000
<b>Atmore, AL Micro Area</b>	New Micro Area	426	12120	99999	01	000
Escambia County	Non-metro in 2012	426	12120	99999	01	053
<b>Pensacola-Ferry Pass-Brent, FL Metro Area</b>	2012 Metro Area that previously did not belong to a CSA	426	37860	99999	12	000
Escambia County	Not in a CSA in 2012	426	37860	99999	12	033
Santa Rosa County	Not in a CSA in 2012	426	37860	99999	12	113

## 2017 Economic Census

Economic Place Changes from 2012 to 2017 for: Florida

### Added Places

(Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE
011	Broward County	61807	Roosevelt Gardens CDP
		75225	Washington Park CDP
017	Citrus County	33958	Inverness Highlands North CDP
021	Collier County	74235	Verona Walk CDP
043	Glades County	46550	Moore Haven city
055	Highlands County	38625	Lake Placid town
061	Indian River County	78225	Winter Beach CDP
075	Levy County	42787	Manatee Road CDP
086	Miami-Dade County	74575	Virginia Gardens village
087	Monroe County	06350	Big Coppitt Key CDP
095	Orange County	04150	Bay Lake city
		78050	Windermere town
097	Osceola County	09875	Campbell CDP
101	Pasco County	13965	Connerton CDP

### Dropped Places

COUNTY Code	TITLE	PLACE Code	TITLE
017	Citrus County	32375	Homosassa CDP
051	Hendry County	28925	Harlem CDP
065	Jefferson County	46500	Monticello city
071	Lee County	01125	Alva CDP
075	Levy County	11925	Chiefland city
		16175	Dade City North CDP
101	Pasco County	79231	Zephyrhills North CDP
103	Pinellas County	27360	Greenbriar CDP
117	Seminole County	25750	Geneva CDP
127	Volusia County	16975	De Leon Springs CDP

## 2017 Economic Census - GeoNotes File for Florida

(List of all newly-recognized places for the 2017 Economic Census and all places with any change from the 2012 Economic Census)

2017				2012			Description of Change (2012 to 2017)
Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code	COUNTY Name	Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code	
Alachua city	00375	001	Alachua County	Alachua city	00375	001	Area Gain
Altamonte Springs city	00950	117	Seminole County	Altamonte Springs city	00950	117	Area Gain
Apopka city	01700	095	Orange County	Apopka city	01700	095	Area Gain
Arcadia city	01750	027	DeSoto County	Arcadia city	01750	027	Area Gain
Asbury Lake CDP	02187	019	Clay County	Asbury Lake CDP	02187	019	Area Gain
Auburndale city	02550	105	Polk County	Auburndale city	02550	105	Area Gain
Avon Park city	02750	055	Highlands County	Avon Park city	02750	055	Area Gain
Bagdad CDP	02925	113	Santa Rosa County	Bagdad CDP	02925	113	Area Gain
Bartow city	03675	105	Polk County	Bartow city	03675	105	Area Gain
Bay Lake city	04150	095	Orange County	Balance of Orange County	98095	095	New Economic Place
Bayonet Point CDP	04162	101	Pasco County	Bayonet Point CDP	04162	101	Area Gain
Bay Pines CDP	04200	103	Pinellas County	Bay Pines CDP	04200	103	Area Gain
Bellair-Meadowbrook Terrace CDP	05025	019	Clay County	Bellair-Meadowbrook Terrace CDP	05025	019	Area Loss
Belle Glade city	05200	099	Palm Beach County	Belle Glade city	05200	099	Area Gain
Belleview city	05375	083	Marion County	Belleview city	05375	083	Area Gain
Big Coppitt Key CDP	06350	087	Monroe County	Balance of Monroe County	98087	087	New Economic Place
Bithlo CDP	06625	095	Orange County	Bithlo CDP	06625	095	Area Gain
Bonifay city	07450	059	Holmes County	Bonifay city	07450	059	Area Loss
Bonita Springs city	07525	071	Lee County	Bonita Springs city	07525	071	Area Gain
Boynton Beach city	07875	099	Palm Beach County	Boynton Beach city	07875	099	Area Gain
Bradenton city	07950	081	Manatee County	Bradenton city	07950	081	Area Gain
Brent CDP	08300	033	Escambia County	Brent CDP	08300	033	Area Loss
Brooksville city	08800	053	Hernando County	Brooksville city	08800	053	Area Gain

# American Community Survey

## American Community Survey

- 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:

Population of 65,000 or more

### 1-year Supplemental Estimates:

Population of 20,000 or more

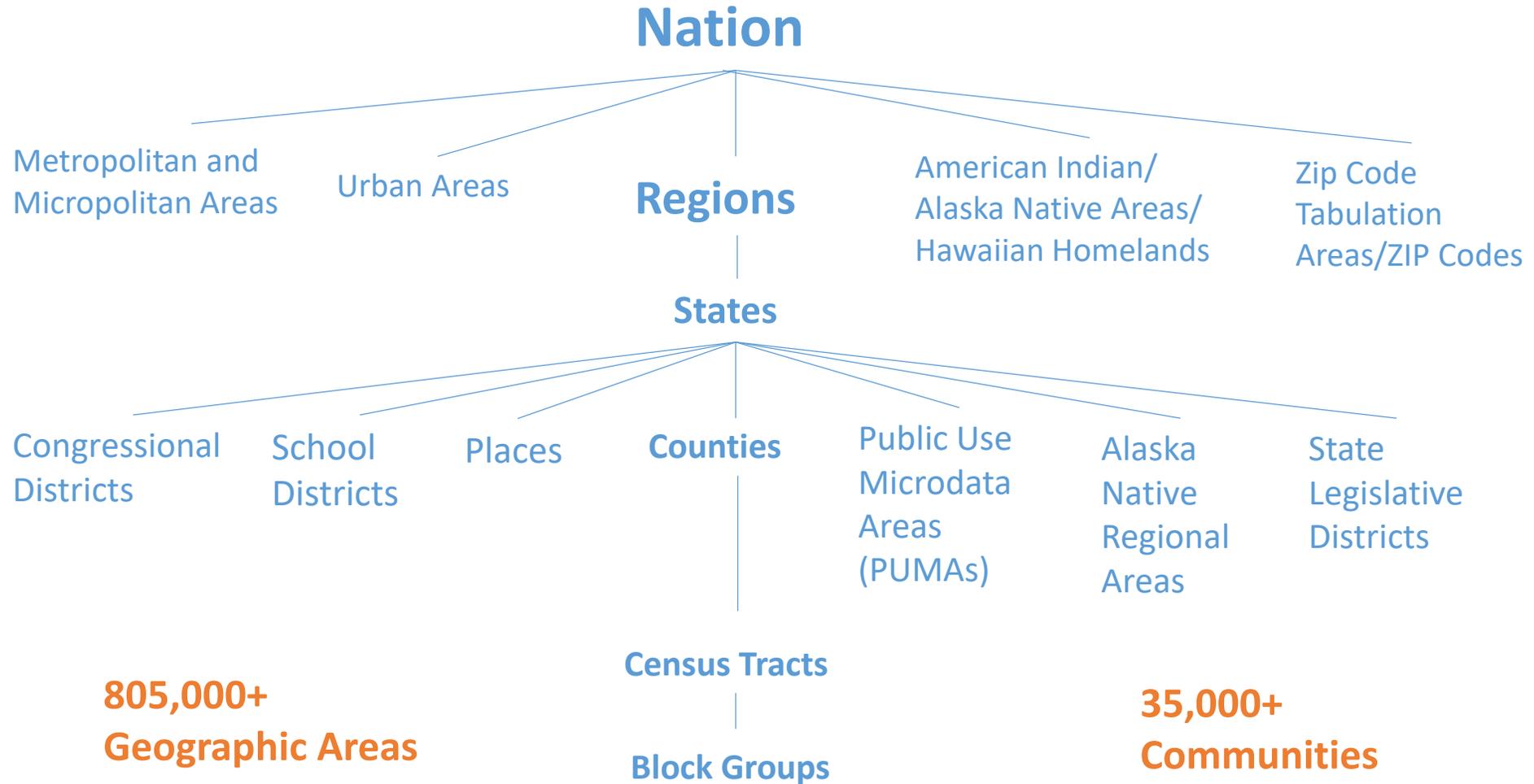
### 5-year Estimates:

No population threshold

# Content Overview

POPULATION		HOUSING
<b>SOCIAL</b> Ancestry Citizenship Citizen Voting Age Population 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

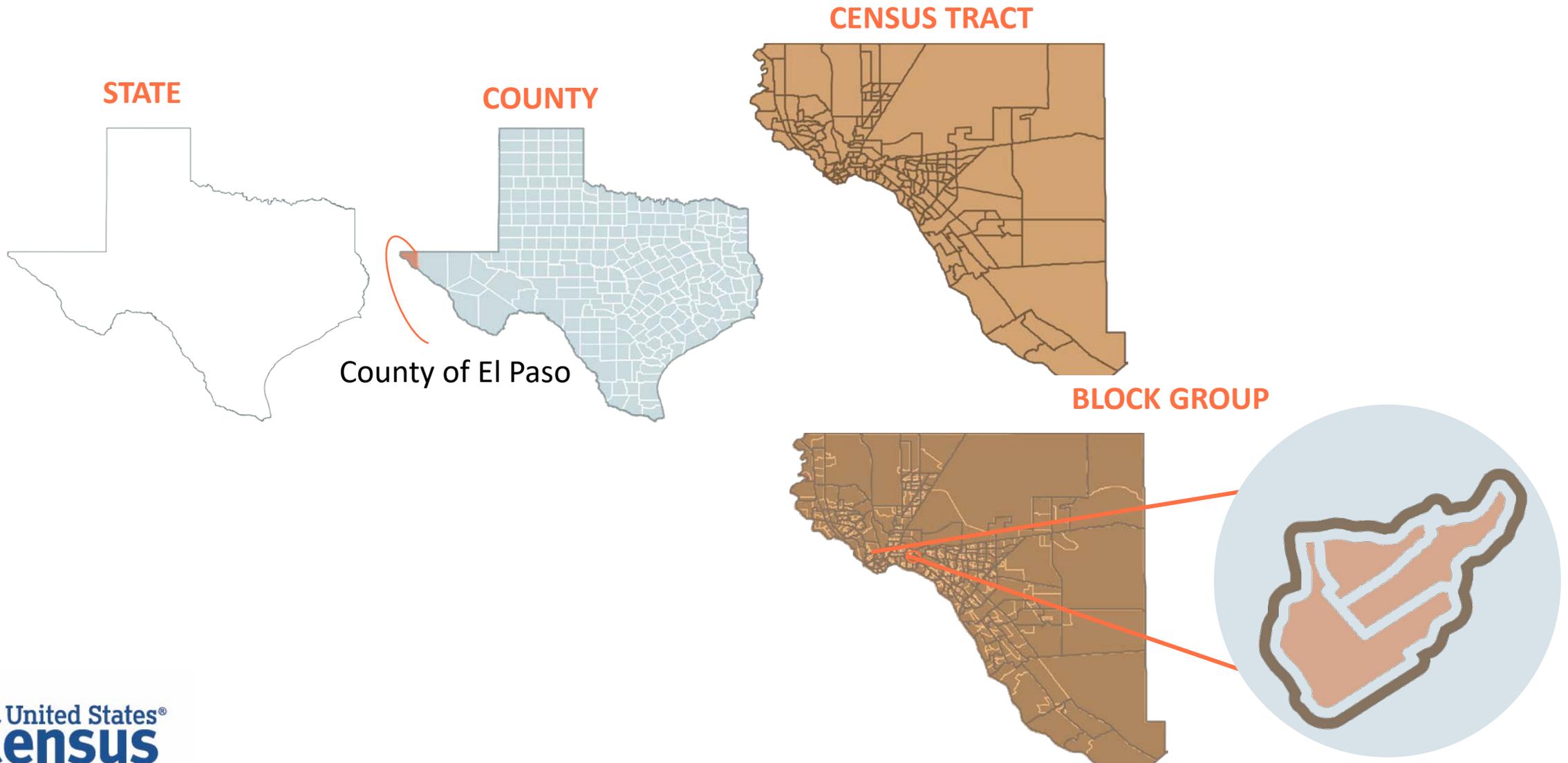
# Selected Census Bureau Geographic Concepts



# Geographic Differences between Census Economic Programs and the American Community Survey

	Economic Programs	ACS
<i>Places / Economic Places</i>	Economic Places	Places
<i>ZCTAs / ZIP Codes</i>	ZIP Codes	ZCTAs
<i>Tribal Geographies</i>	Tribal Businesses	Tribal Areas
<i>Public Geographies</i>	Schools and Governments themselves	School Districts, Congressional Districts, State Legislative Districts
<i>United States<sup>®</sup> Extras</i>	N/A	Census Tracts, Urban/Rural, PUMAs

# Selected Census Geographic Concepts

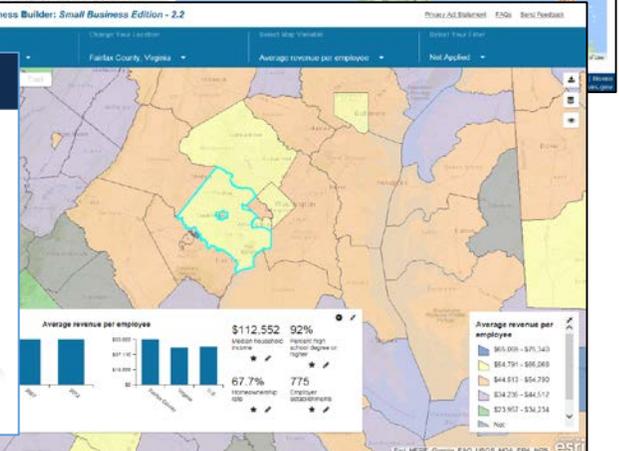
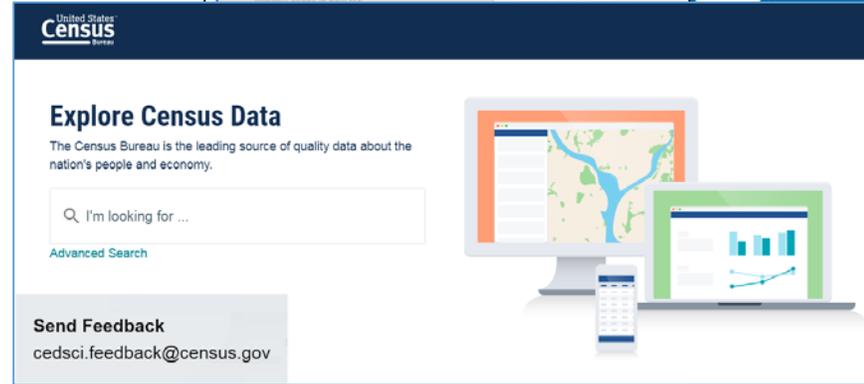
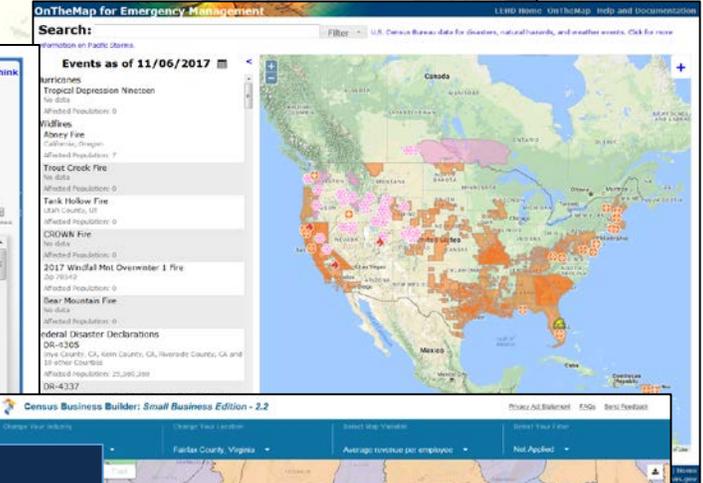
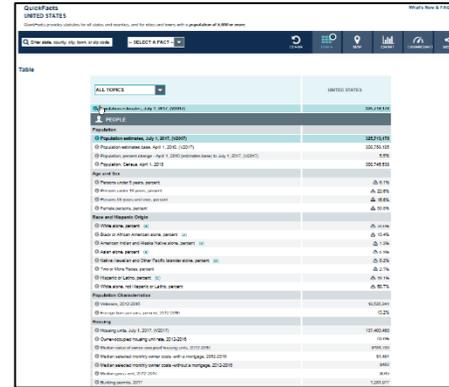


# Quick Live Demo

The screenshot shows the homepage of data.census.gov. At the top left is the United States Census Bureau logo. The main heading is "Explore Census Data", followed by the text "The Census Bureau is the leading source of quality data about the nation's people and economy." Below this is a search bar with the placeholder text "I'm looking for ...". Underneath the search bar is a link for "Advanced Search". To the right of the text is an illustration of a desktop monitor, a laptop, and a smartphone, each displaying different data visualizations like maps and charts. At the bottom of the page, there are three links: "Questions?", "Release Notes", and "Stay Connected". A "Send Feedback" button with the email address "cedsci.feedback@census.gov" is located in the bottom left corner.

# Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)
- data.census.gov



# Considerations for ACS Data

- Demographic/Household Based Survey
- All Types of Workers
  - Employer Businesses
  - Self-Employed
  - Government
- Most ACS tables are based on where someone lives
- Geographic levels based on dataset (1-Year and 5-Year Estimates)
- Industry Breakout Using Census Codes, not NAICS

# 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

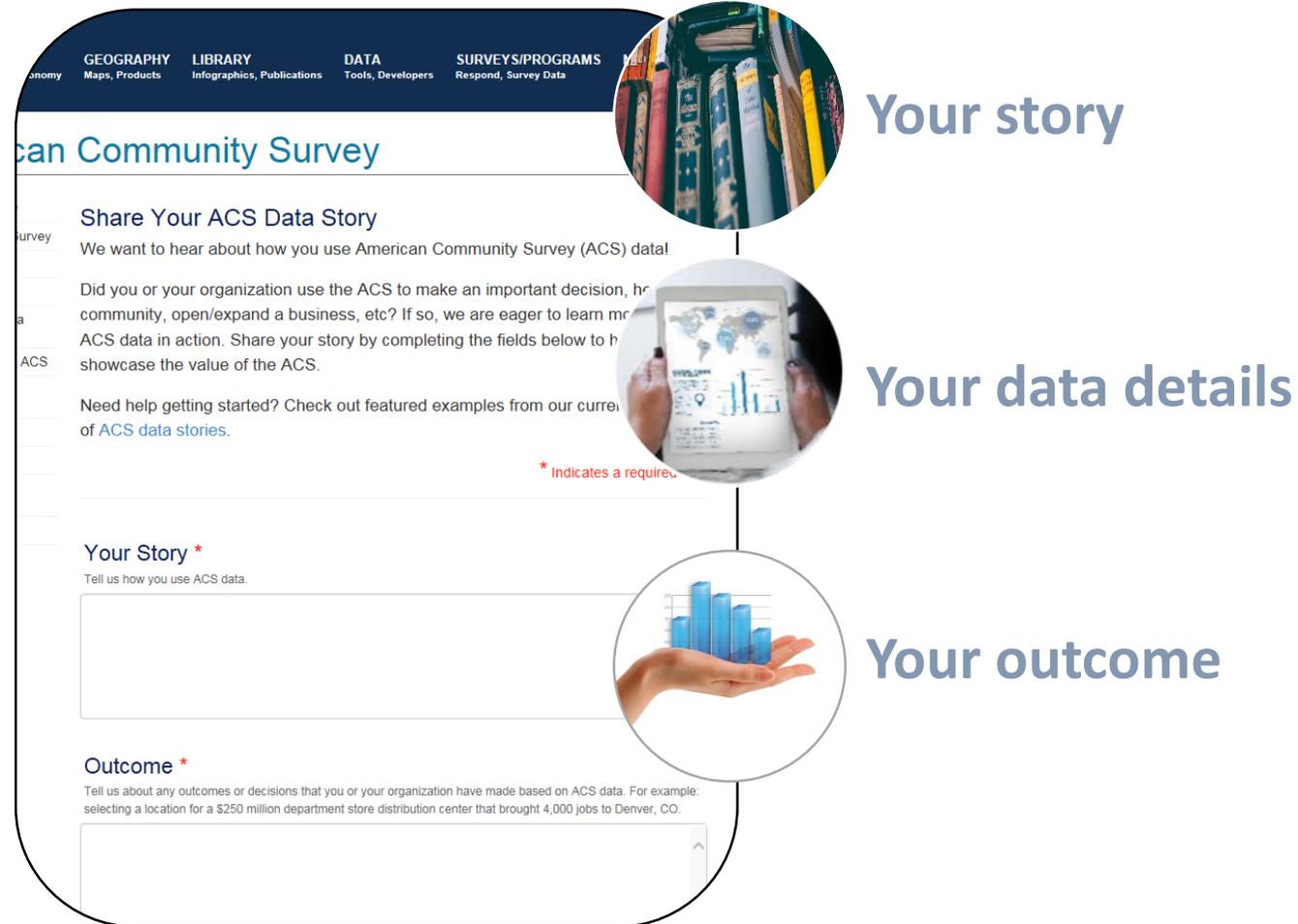


Census Customer Service Center  
800-923-8282



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

# Data Tell Stories. Tell us Yours!



The screenshot shows the 'Share Your ACS Data Story' form on the American Community Survey website. The form is titled 'Share Your ACS Data Story' and includes the following text: 'We want to hear about how you use American Community Survey (ACS) data!', 'Did you or your organization use the ACS to make an important decision, help your community, 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.', and 'Need help getting started? Check out featured examples from our current collection of ACS data stories.' There are three main sections: 'Your Story \*' with the instruction 'Tell us how you use ACS data.' and a text input field; 'Outcome \*' with the instruction '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.' and a text input field. Three callouts are overlaid on the form: 'Your story' with a bookshelf image, 'Your data details' with a tablet showing a map and bar chart, and 'Your outcome' with a hand holding a bar chart.

[census.gov/acs/www/share-your-story](https://census.gov/acs/www/share-your-story)

# Q & A and Thank You!

## Contact Information:

Andrew W. Hait

[Andrew.W.Hait@Census.gov](mailto:Andrew.W.Hait@Census.gov)

ACSO Data User Support

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

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 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

