

US Census Bureau Data For The 30th Anniversary of the Americans With Disabilities Act

Coordinator: Welcome, and thank you for standing by. I'd like to inform all parties that your lines are placed in listen-only mode until the question-and-answer session of today's conference. To ask a question at that time, please press Star-1, unmute your phone and record your name to ask a question over the phone. Today's call is also being recorded. If anyone disagrees, you may disconnect at this time. It is now my pleasure to turn the call over to Ms. Deborah Rivera. Thank you, and you may begin.

Deborah Rivera: Thank you very much. Good afternoon, and thank you for joining us for today's Census Academy Webinar on US Census Bureau data for the 30th anniversary of the Americans with Disabilities Act.

We are recording today's Webinar, and it will be available within the next two weeks on Census Academy. Our presenter today is Ron Williams. Mr. Williams is a Data Dissemination Specialist with the Census Bureau. One of Mr. Williams' key responsibilities is to assist individuals and organizations with the extraction of data from the US Census Bureau.

Mr. Williams has an extensive background in education, data analysis and public speaking. He has worked and published private and government sectors. Mr. Williams became a professional educator in 1992 and has been actively engaged in education ever since. In which capacity, he has taught secondary students, post-secondary students, adult education, private corporations, government entities and not-for-profit organizations.

We will be offering the opportunity to our attendees to ask the presenter questions that are relevant to today's topic at the end of the session by opening the phone line for the Operator's queue.

Now please note that we have over 100 participants today, so we may not get to all of the questions. However, we will be providing contact details at the end for follow-up.

We also offer the use of Chats during the Webinar, so please feel free to ask questions during the presentation that relate to the Americans with Disabilities Act in the Chat. The Chat feature is located through the icons in the bottom center of your Event window and towards the right-hand side of your WebEx Event screen.

If you send a message via Chat, please make sure to select All Panelists from the drop-down menu, and we ask that you please be mindful not to enter any sensitive information into this Chat feature. And that includes personally identifiable information, business-identifiable information or any other sensitive or personal information.

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Questions entered here today may receive a follow-up response email if your question is not answered during the presentation.

Now we would love to ask you that you complete an evaluation at the end of the Webinar today, and that link will be included at the end of the Webinar and in the Chat for those of you that would like to copy and past it for use at a later time.

And now, I would like to pass the call over to our presenter, Mr. Ron Williams. Thank you.

Ron Williams: Thank you, Deb. Thank you for that wonderful introduction. Let's just go ahead and jump into things and get started because we have a lot I want to cover, and we have a short amount of time.

So, the focus of this Webinar is to provide a quick introduction to some Census data specifically related to disabilities. Especially ways to easily access the information.

We'll move through the presentation in a fairly rapid pace. When we get to the live demo, please remember the Webinar is being recorded, so you can pay more attention to the type of data available and how to access it. This is not a Webinar where I'm going to read you numbers and data like 40.6 million people in the United States have a disability- no, that's not where we're going with this.

Anyway, I want to be able to teach you how you can pull that information for whatever geography you're interested in. My goal, just mention, is to demonstrate that there's an enormous amount of information freely available to you. It's simple to extract, so you can obtain those numbers and data that you need- not what I think you need, but what you need.

Our objectives are on the slide. But what it doesn't say, as I mentioned earlier, is we only have an hour. So, let's get started.

This is what we're going to cover. Take a moment; look it over. As mentioned a few moments ago, my goal was to demonstrate how to do these things, how you can extract the data for yourself. During the demo, our focus will be on system capabilities, not so much on the specific topic or the geographic location. Just keep that in mind.

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So, if there's a specific number you're looking for, hopefully, you'll be able to pull that yourself after we're complete. Before we get started, I need to get a little bit into the American Disabilities Act or ADA. So, let's get a little bit of the history with that.

July 26, 1990, so thirty years ago, President George H.W. Bush signed into law the Americans with Disabilities Act. It prohibits discrimination against people with disabilities. And that goes into employment, transportation, public accommodations- you can see there for what-all we're looking at.

This Webinar is going to provide an introduction to Census data, various data tools, to extract the information and how to create a disabilities demographic snapshot for different geographic levels.

I want to touch on a couple of things on this slide, especially Title I here that reads more, accommodation, that might include restructuring a job, making work stations accessible, modifying schedules- a lot of things like that with the employment.

On the public services side, this is where you're going to find your public transportation systems have to be accessible to individuals with disabilities. And I'm not hitting everything. I'm really paraphrasing these things. That's why when you go to see a city bus, they'll have lifts on them, or they'll have different things that are available. It might even be like Metro or Rail system.

With the Number 3 here, that public accommodation, this is looking at facilities such as restaurants, hotels, grocery store, retail. You're also going to see the privately-owned transportation systems fall into that. So, if you're going to get on an airplane and fly somewhere, if it's commercial aircraft, then you're going to find that in this section.

Now, the telecommunications is one that I find very interesting. This one is to provide services to the general public is that they must have telephone service for individuals to use telecommunication devices for the deaf or similar devices.

If you use a smart phone, go to your accessibility settings and take a look what's in there. I think you'll be shocked at how many options are available. I won't go into further detail. I'd love to, but for time's sake, I won't go into further detail. I'll only suggest you explore those things.

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And at Number 5, you'll notice what I had up there is no coercions, threats of retaliation. One of the things about that is that also applies to someone assisting a person with a disability. So, that's not just for a person with the disability. That also applies to those that are assisting an individual.

So, in the ADA, they basically say an individual has a disability if he or she has a physical or mental impairment that substantially limits one or more of his or her life activities, he or she has a record of such impairment, or he or she is regarded as having such an impairment.

So, there's a lot on this slide, but aren't you glad I didn't type all that out and make you read it in small print? But this is why I feel the need to discuss the American (sic) Disabilities Act is because it's so encompassing.

Well, in 2008, the ADA Amendments Act was passed. Its purpose was to broaden the definition of disabilities. It has been narrowed by the US Supreme Court's decision. And if you dig deep, I mean, deep into the Act, of eight Congressional findings, Number 6 specifically mentions Census data. And you'll see this there on the screen for you.

At this point, I want to shift our focus to this Census data, and we'll start moving into ways to extract it. So, in order to do that, it's going to be helpful to understand a little bit about the Census Bureau and some important surveys.

We'll pause here for a moment. There's a lot on this slide. Please, please, do not try to read all of it. I put this in here in case you wanted to view the recordings in Census Academy at a later date. The recording will have the slides and the script attached, so that's a good time to go back and study this.

But disabilities data for the US Census Bureau, most of that comes from three surveys: the American Community Survey, which is where we'll focus today; the Survey of Income and Program Participation, commonly called SIPP, or S-I-P-P; and the Current Population Survey, commonly called CPS.

All three Surveys asked about six different disability types: hearing, vision, cognitive, ambulatory, self-care and independent living. Respondents who report any of the six disability types are considered to have a disability. Data are time constraints. I keep mentioning time, we're only going to focus on the American Community Survey.

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This shows very quickly how the American Community Survey sits here. Ever since 1790, the data collected from the Decennial Census have been the official figures used every 10 years to compute the number of Congressional Representatives allowed for each State.

The method has not changed in over 200 years. In response to concerns that Decennial Census data took too long to release, the data was quickly out of date, the Census Bureau began the development phase of what we call the American Community Survey, and you'll see it started in 1996.

The full implementation stage of the ACS began January of '05 with an Annual Housing Unit sample of approximately 3 million addresses throughout the US and Puerto Rico.

In 2010, and so it was 25 when they began using it in 2010, the ACS went into full implementation, and since they did that, the Decennial Census was administered only with the short form, the 10 questions.

In addition to counting the population, the Census Bureau also conducts censuses in the US territories. So, thought that was very interesting. I figured a little bit of history would help out.

Now, this is a comparison of the American Community Survey and the Decennial. You'll notice that with this, there are some key differences. Since the American Community Survey does not go to every household every year, it provides estimates. Where the Decennial goes to every household and provides an official count.

Now back on the American Community Survey, the ACS data is very timely because they're released in the year immediately following in which they are collected. Over the course of the year, American Community Survey samples directly 3.5 million households, or about 1 in every 38 households.

An important fact to remember about the American Community Survey is that the forms are not mailed to specific people, but rather they are mailed to a specific address. The sample is designed to ensure good geographic coverage. It does not target individuals.

Over a five-year period, the ACS will sample about 15 million addresses. As the largest survey in the country, it's the only source of small-area data that's on a wide range of important social, economic characteristics for all communities in the country.

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Ultimately, the ACS produces over 11 billion estimates for over 35,000 communities. These estimates are used to allocate over \$675 billion in federal program funds. I'll tell you a little more about communities and geographies in a few minutes, but let's move on from here.

This gives an idea of how much information is collected in the American Community Survey. No need to try and memorize the slide. Just note it collects a tremendous amount of information and over numerous topics.

And you'll notice on the far left under Social, like the third item down, is disability. So since it's our focus today, want to make sure that's there. But you can also see all of the other things that are being collected from the American Community Survey.

I mentioned geography a couple of times. This is a vastly simplified visualization of Census geography. There are over 13,000 geographies for one-year estimates, and 776 thousand geographies for five-year estimates. And I realize I don't have it on the slide, but that derivative, if you have a geographic location with 65,000 people or more, you're going to have one-year estimates.

If you have fewer than 65,000 people in a geographic area, then you're only going to receive five-year estimates. And this shows some of the geographies to which ACS data are produced, and the relationship between them.

Lower geographic areas fit, or nest, neatly within the larger areas directly connected with the line. For example, there, Schools, Congressional, State Legislative districts fit neatly within States and do not cross State boundaries. However, they may cross boundaries of Counties or Metropolitan areas.

Notice toward the bottom how Census tracts fit within Counties and Block groups nest within those tracts. The ACS's unique ability to report on a wide range of geographies is what gives it such broad appeal. And you can see specific numbers there- I won't take the time to read all those to you- but you're able to see how some of those are broken down.

I've mentioned data. Speaking of data, there's a vast amount of Census data freely available through US Census Bureau's home page, which is [Census.gov](https://www.census.gov).

We're going to shift our focus to a few important tools that can be used to gather information on the topic of disability. In a few minutes, I'll demonstrate ways to extract data using those tools.

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Our most powerful tool is data.census.gov. It's only been available for one year and it replaced another tool. If you've used Census data in the past, you might remember American FactFinder. American FactFinder was decommissioned, and data.census.gov is the replacement tool.

When we get to the actual demonstration tools, I believe you'll see why I say this tool is so powerful.

QuickFacts, another tool, and it is exactly what the name says quick facts. You only have a specific- you only have to specify geography, and you immediately get a data table, color-coded maps and graph of the data. Very impressive. There's over 60 lines of data that's depicted on that.

This is My Congressional District. And this tool's been around about three years. And it covers data for every Congressional district in the nation. It may be a little hard to see, but on the right, you can see that there are six areas that data are provided: people, workers, housing, socioeconomic, education, business, I wanted to mention that for those of you may have a hard time seeing it just because of size constraints on the slide. But you'll notice that under the People, you'll see there's the disability status, and that's in My Congressional District.

Census Business Builder- this is a tool designed for someone researching businesses in a specific area, or they're starting a business, they're growing a business.

I'll demonstrate how the map, what percent of population is disabled. So, you've noticed I've mentioned percent, and I've mentioned numbers. So, some of these tools you can obtain a percentage like upon this slide, here, or you'll notice it says 18.9% in Saint Francis County, Arkansas are disabled.

When we go to some of the other tools, you'll be able to extract something that might say 14,212. So, anyway, I'll demonstrate in a little bit.

So, at this time, let's shift over to our live demonstration. It will take me just a moment here to set up my computer. So, give me just a moment. Sorry for the delay here, folks. Okay.

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This is the US Census Bureau's home page. This is Census.gov. With this in mind, as far as just a starting point, we're going to loop around on the screen, so I'll try to go slow enough so we're able to follow, but if not, don't hesitate to send a message into the Chat. And hopefully, Kim and Deb will be able to help you.

But this is Census Bureau's home page. If we scroll down the page, you'll see there's lots of links to different stories. You'll see things like a population clock on the site. I'm not going to go into all this, but just notice there's a lot of information readily available on the very first page. And if you click on things like VIEW ALL NEWS, and then your stories that are on there, it's a great place just to get started if you're dipping your toes for the first time into Census data.

And so that's our focus today. And to start with, I want to show something that I love about this site. If we just go to the top of the first page, there's a simple search function here. And if I just start typing the word disability in, I'm going to type slow here. So, you can see with just a couple of letters, you start seeing all sorts of direct links. Things that are already there.

So, I'm just going to click on the word disability. And you'll notice underneath there's lots of links for you, to click on. But we'll just start with this first one, it says, disabled. Notice what it has done. It's taken us to a page dedicated to disability. And as we scroll down, you'll see there's publications, visualizations that have been created.

Now, notice this one was July of 2019. My screen keeps bouncing up and down, there. My assumption is there will probably be one coming up this next month, especially since it's the 30th anniversary next month. But there are working papers. I just want to mention there's a lot of information here.

On the left-hand side, you'll notice that each of these are links. And if I click on About, just a moment to load, you'll see there's a lot of information. I understand some of the people on the call are doing research, or as an individual, or media, or something like that.

This is a great place to go if you just need to extract some verbiage or a narrative. Great location is to go to this site. You can see I'm not going to read it to you- but you can see a lot of information that's on there.

Another piece that's on this page, and we'll back us up to where we started first, is Guidance for Data Users. Since we're going into data today, I want to make sure I cover this. If you go to the Guidance

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for Disability Data Users, if we go to this page, you'll notice a lot of the things I've mentioned, you'll see some of those key words that are in here.

But this is the great part. How is disability, how is that data collected? Current Population Survey, Decennial, I mentioned the current American Community Survey. I mentioned the CPS at the beginning. We talked about differences between Decennial.

So, you can see a lot of these items I've mentioned to you that we didn't go into depth. This is a great place to go. If you're looking for that depth, come to this. And those are all we get if we typed in the word disability, and then we clicked on the very first link.

So, I wanted to start with that just because it's a great location. Now, one of the things that we're going to do is I'm going to take us each time back to the Census home page. You can go back in the very top. You can type in [Census.gov](https://www.census.gov), or you can click on the Census logo. And this is something I love. Instead of clicking back, back, back arrows, you can just click on the Census logo, and it will take you right back to the Census home page.

So, I mentioned data. That's our focus. Let's get started with this. And you'll notice that there is a bar going across the top, and every one of these has things that drop down. Guys, we could spend a week covering all these great things that are on here, but we're just going to go to Explore Data. And I'm going to click on this very first one. That's Explore Data/Main.

If I click on it, you'll notice that it take us to several data tools. data.census.gov being our most powerful one. Right up front and center, it's a great thing.

If we scroll down the page, you'll notice under Data Tools, QuickFacts. We're going to start with it in a few minutes. We'll start with QuickFacts. And then if we come on down, you'll notice there are other data tools that are on here. And if you click View All Data Tools, there's about 50 data tools spread out over three pages. And I'm going to show a little bit about that later on. But notice once again, we have visualizations.

There may not be a visualization on here that's specific to what you're researching. However, this might give you ideas.

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Let numbers tell your story. Let the Census data, the Census numbers, tell what story you're wanting to tell. And you can create the words and the narrative. But use our numbers. Use our data. That's what it's there for. And then you can see some wonderful visualizations to help you figure out ways, How do I depict that? How do I tell that story? I won't get too far into that. You can tell I get excited talking about visualizations on the visual learners.

But if we move on down the page, you'll see Census Academy. This is a great place to go to learn. It's kind of like a little schoolhouse. You'll find short videos that are in here. There's different courses. So, I don't want to get too bogged down. But let's go to QuickFacts.

If I click on Go to QuickFacts, you'll see it here in the center of the page. If I click this, and it's going to take us to a site where you're ready to get started. The default is the United States. There are approximately 60 rows of data that's already there for you. And that's why here is this QuickFacts. All we did was open it, and we're already seeing data that's available. And you'll see all the different categories, things like that.

But if we scroll down under Help, you'll notice With a Disability. If I click on this row, With a Disability, what you'll notice is up here at the top, it has With a Disability. If I come back up to the very top, what we can do- you'll see it says State, County, City or Zip Code- let's just start with a State. Matter of fact, I'll use Iowa.

And you can see there's different things that you can select. But I'm just going to select the State of Iowa. And now I have data for State of Iowa. And since we clicked Disability at the top, it's there for us.

If you have a geography that you do not want to have in here, you just click the blue (back). And you can have up to five different geographies. I'm not going to get into that because that really takes us down a rabbit hole. So, we're going to skip that.

But we're looking at Iowa. We have a data table. If I click Map, you're going to already have generated for you is a color-coded or shaded map of the disabilities of every State in the nation. And you can see at the bottom, here's the legend at the very bottom, telling you what the colors amount to. And if you hover over each one, it will tell you what the percent disabled is.

So, you may just have Iowa that you selected, but with this, you can go to anywhere you want in the nation. If we go to our chart, you'll notice that here's the chart- bar chart- that Iowa's at the top, and then you can see every state.

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Where this might come in convenient or handy is if you're very quickly trying to figure out well who has the most? You can scroll down and just look for whichever bar comes over the farthest, and you can see Puerto Rico. And then you can say, okay, who has the least? And you can start looking and as you go up, and you'll figure out which one has the least. So, anyway, wonderful tool. Very easy to use.

If we go to our dashboard, you'll notice the dashboard is all of those things that we have set up earlier, and it's all on one page. Now, I'm not going to bother changing the aspect ratio on my screen, but, you know, how to do it to best fit your needs.

And if I click More- notice, you can print this, you can download it, email it, and you can embed it. So, if you like something like this, take it. Use it for yourself. And as we mentioned a minute ago, QuickFacts, you notice that Disability under Age 65, 7.8% for Iowa. If you want disability for perhaps over-65, or different age groups, that's going to be in data.census.gov.

So, we're going to get to that in a few minutes. But I just wanted to mention that when these QuickFacts, it's the most common things that are asked is what you're going to see that's up here. But here's another great thing that you can do in QuickFacts. We can also change to a County.

If I type in Davidson, and let's go to Davidson County, Tennessee, notice that what I have depicted now, if I have the State of Tennessee. Here's Davidson County, and I have every county in Tennessee. So, if you're looking at something below the State level, you can do that. So, wonderful tool, and it's just called QuickFacts.

Now, let's get out of this, and I'm just going to click the Census Bureau logo. For the continuity's sake remember, I mentioned that we're just going to come back the same way. So, you go, why is he doing that?

Well, it's because I want to make sure we always catch it. If we go to Explore Data, and we go to Explore Data/Main, we're going to go to data.census.gov. Now, with data.census.gov, you can extract it by percentage, whatever information we report, or you can get a raw number. That's what I like about it is that it's so much variety what you can do.

If you click data.census.gov, it will take you to an introductory page where you can see what all is available. You can start clicking on things. If you're experienced- you might not be familiar with microdata, there's a great place to get to that. That's for our experienced users. That's a completely

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different webinar so we won't touch on that today. But you can start right here and you can start typing things in. I'm going to go ahead and just click on View Table.

If I click on View Table, notice what it did, it immediately started giving me data tables. I didn't have to type anything in and we're ready to start extracting information. So I'm going to back up and on here we can start exploring. If I start typing the word Disability in here, notice as I just type a few letters it starts giving me options. You need to have at least three letters in there for the options to come up. I clicked on it and noticed the very first thing that popped up is 12.6% US Population Disabled. Well, let's click on that.

Notice it sends us to a data table and what we have is total- so there's overall numbers, with a disability and a percent. So on this one table, notice we have numbers and percentages. And as we scroll down through here, you start seeing how it's broken down. I'm not going to get into the specifics of each one of these, but I want you to notice the age breakdown- how these things are broken down.

This was a little narrow. So if I go up. I'm going to click Customize Table. That's going to give me a little bit of options here. And if I move over here, I can broaden that out. So let's go ahead and shift to this. Notice what we have is Disability Type. We mentioned six earlier, you're going to see all of them on here. But you can see how this is broken down. And this table is just a table, there are thousands of data tables that are already prepared for you.

But this is one of the neat things is that we just did a search. And I mentioned earlier about how data, if you have 65,000 people or more, you're able to get one-year estimates. If you have less than 65,000, you're going to go with five-year. Well, this is the United States, and I'm going to shift this over to five-year estimates. We know that the United States has more than 65,000, but I wanted to shift it over to this because we're going to get into a little depth right off the start.

If we look at this, you'll notice that the default was the United States. Let's change that geography and let's look at our state, whatever state you're in. So I'm going to click on Geography and I'm going to choose a state. I chose Davidson County, Tennessee a little while ago so let's go back to Davidson County Tennessee- excuse me, state, let's go to Tennessee, that's where we'll start. You just have to click it one time.

If you've ever done online shopping, I get in trouble for this a lot. But if you do online shopping and you start to buy something it puts you in a shopping cart. You notice where it has Select Geography, it says Tennessee. Think of that as your shopping cart. If you click Texas- oh I didn't, that was an accident. You can click this X and remove Texas from there.

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But you can select more than one state at a time. I'm just going to do one to keep things easy. And all you do is click Close. So we started typing the word Disability earlier, it took us directly to a data table. That data table is called Disability Characteristics, see it here in the upper-left. And then you'll notice that the table ID is an S as in Sierra, 1-8-1-0. The reason you may want to write that down is you might want to come back to this same information at a later time.

So there is where you would go to find that information at a later time is just type in in the Search Bar at the top. You can type in S1810 and it will take you directly to this data table. All you need to do is change the geography.

Now I mentioned a little while ago when we were on the QuickFacts, how you could download the data, how you could share it- things like that. Well one of the interesting things about data.census.gov is the URL, you can copy and paste this URL into an email or just something like that and you can send it to someone and they will get this exact table.

So as you modify your geography, you'll notice the numbers and the abbreviations at the top will change. So it's a great thing, I really like it. But we're looking at Tennessee, we're looking at Disability so I have a lot of information on here.

And this Margin of Error seems repetitive. You'll notice in this bar how it says Margin of Error and it's lit up. You can click Margin of Error and notice those columns are gone. If you're familiar with Excel, you can go to a column in Excel, you can double click and it will compress it down. So I'm just going to compress that to make it sit on our screen a little better.

I mentioned about percent and numbers. This happens to be a table that has both of them and I really like that because of this fact. One of the things that you can do is you can download this data, you can use the Download here in the upper-right. You can export it in different means.

And one of the things that I have learned to love with this, if I click on this first bar in the upper left that says Total Civilian Non-Institutionalized Population, if you press the Control Key and the Letter A, or if you're on a Mac product Command A, so I'm going to hit Control A. And what it just did is it just highlighted the entire data table. If you right-click and copy with headers, you'll notice I have 292 cells that have been copied. Let's take this and let's put it in Excel. So I wanted you to see how simple that was. If you missed it all I did was hit Control A. It copied it. You go to Excel. You go to your very upper-left cell 1-A and you paste. And there is all of our information that was on that other table and it's ready to be used.

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So this is a great thing. As I mentioned a little while ago about how using these numbers to tell a story, let's take a look at disability by type and I'll look at Hearing Difficulty. And we're going to just choose Populations. I think if you're not- this is not a class in Excel by any means- this webinar. But I want to show you how you can quickly paste something. So if we're looking at those with a hearing disability in Tennessee and I highlight cell 27-A, and then I go down to, what is it, cell 35-D and I just highlighted all of those.

If you're familiar with Excel when you get to this point, you can hit the Alt key and F1. There's a chart right there So we were able to create a chart simply by putting this in Excel and using one tool and you can easily manipulate it yourself. See how fast that happened? So you can change this. You can modify as you need. I don't want to get too far down into Excel but I wanted you to see how this data can easily be shifted, moved around, shared, you know, you can share this URL. It's a great thing.

And what if we're at this point and say, okay, this is great. I know for the state, let's dig a little deeper. Well because our population is high enough, then I'm going to leave it as a five-year estimate. If I go to my Geography, and let's look at a county. So you'll notice I still have Tennessee in my shopping cart. And I believe- yes, let's go to Davidson County, Tennessee. Of course, I wouldn't have picked something, like, Alabama, Baldwin County. But anyway, we're going to go to Davidson County Tennessee. It requires a little bit of digging.

I click on the county. And let's get rid of Tennessee so I just want to focus on the county at this point. And I closed it. Notice what I have- the exact data table but now I'm looking at that county which has a population of 677,542 and that was the estimate based on American Screening Survey Data selected for the years 2014 to 2018. And as we scroll down here are those with a hearing difficulty, and you'll see the population under 18, under 5, 5 to 17.

I mentioned or it was mentioned when Deb introduced me about my educational background, this was something whenever schools- whenever I've worked with schools, a lot of times the schools want to know what is coming up in the next few years. Who are these children within the next five years are going to be entering elementary school. So in Davidson County, we have 46,442 individuals that are under five years of age with a hearing difficulty. So school districts could use this. Non-profits can use this; not just someone writing a newspaper article for today. But look down the road. We'll see those people doing the research as it gets further and further down the road.

So this is something that's wonderful with the county. But what if I want to add more counties? I can click on Geography and I can do that. Or if we look at this bar that was here at the top when we had our margin of error, if we go to the far right it has the word Map. If I click on Map, I'm now going to see

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a map of every county in the nation, and it just zoomed in on Davidson County. This happens to be where Nashville, Tennessee is located is Davidson County.

And you'll see that I have a county here. If I choose a county next to it, notice I can have the option of selecting that county or not selecting it. And so you can add counties just by clicking on it and click the word Select. And if we add another county, now it should, with the color-coding, you can see here is the data. And you'll notice this is just mapping population. That's not what I was interested in. I want to look at those with a hearing difficulty. And so you can scroll down and you can find Hearing Difficulty, Population Under Five Years, so I click on it. And now you can see the numbers that are on there.

So let's do a little bit more with this map. I want to click Customize Maps. Remember this is not a webinar to go into a specific number of there are 714 people with, you know, X, Y, Z in an area. I'm trying to show you how you can collect the data on your own and use it for whatever area you're interested in.

If I look on this bar above this on the far left is the word Select. If you click Select, what it gives you the option to do is you can hold down and highlight an area, and now I've just selected several counties in Tennessee. And what we're mapping here is Disability Type and you'll see at the top Population Under Five. And on the left here are the numbers. But if you see the little gear item, if you click on this you can change the color palette, you can change the breaks. Let's change the color palate. You may want something very vivid. You're creating a Web site, you want to this information on a Web site, so I want something that's really vivid. That's great, that's wonderful.

What if I'm putting this on, using it in a different manner, what is something a little more subdued? All you have to do is just click on the color palette and it's very simple. The Census Bureau already created this for you. There's no need for you to go out and hire a graphic artist to do this; you can simply go to the map so it's a wonderful tool. Hate that we got so far down into this, but there's just a lot that you can do in a lot of different levels.

So let me back out of this. I'm going to back to where we started with data.census.gov. And let's go back to where I started typing Disability in. I'll click on Disability. So we're all the way to the beginning now. And when it came up we clicked, to get to where we were a few minutes ago, we clicked on Disabled Population. You can also get to it by clicking on a data table and any of the data tables listed here, and notice there are 115 data tables that pertain to some sort of disability. And as you come down you'll see the different maps dealing with disability characteristics- different things along those lines.

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But I'm just going to click on a data table. And what I want you to notice is what's on the left-hand side of the screen. You'll notice where we have all of the different tables that are available. Remember I mentioned there were over 100 a moment ago. You can just click on any one of these and it will take you to that data table. Let's take this second one here.

Notice this is Selected Economic Characteristics for Disability and Non-Institutionalized Populations by Disability Status. So a very, very long title, but you'll notice the table ID is F1811. A little while ago, we were using Table F1810. And you'll notice how you can go directly back to where we were the first time. Oh no, I meant to go to the new one. That's F1811 and it took us there.

So you can see, by knowing the Table ID number, how quickly you can go back from one to the other. So this is a great little tool. I like it- just by remembering what Table ID you were working with. And we started with the table that were here earlier. You know, so I went back to one table because that's what I have in here. So you've got to make sure you stay with what you're interested in.

And you'll see that when I go back to these again- I want to make sure you notice something- is that with all the tables underneath here, there's a couple of things that caught my mind or caught my eye. This one in particular, this is grandparents living with own grandchildren under 18 responsible for their own grandchildren. These are grandparents that are Head of Household and look how many grandparents with a disability are raising those children. And this is the age of the grandparents- of the age of the children. It's the age of the grandparent, and you can see it's for the United States.

I'm going to narrow this down a little, make it a little easier to see. And I'm going to customize the table. Let's go back and let's change the geography. Let's look at a particular state. I'm going to click a state, this time we'll go to Alabama because it's at the top of the list, and I click Close, and now we have data for Alabama. You saw how quickly that happened? All I did was click Geography, click Alabama, immediately I have data for Alabama. This is a great, great tool, it's very, very powerful.

Once you get familiar with data.census.gov and you're at this starting point, notice where it says Advanced Search. Now this is something that I haven't covered mainly because we're short on time. But with the Advanced Search, what you can see is you can put in a Table ID or what about I'm interested in a specific topic. If you click on Topics and you come down to I'll say Health, and you'll see it's Health, Disability, Utility, Expenses- there's a lot of different options.

If there is a box, that basically means you're at the end of the road. If you click Health Insurance, there's no other options below it. But if I click Expenses, notice there's no box. I click Expenses, that means there's additional information available. If we come to, say, Populations and People and I go to Ancestry, you can start seeing how there's a lot of different things that are further down in here.

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So this in the Advanced Search so once you start feeling a little more confident of what you're looking for, you can start looking for those specific things. Or, as I mentioned earlier, you can go to Geography. I just want to quickly show before we move on, but look at all the geographies that are available. Isn't that amazing?

One of the limiting factors is going to be the number of individuals in any location. The Census Bureau will not release data on any individual, any individual household, or any individual business. So as you start looking at smaller and smaller geographies, you're going to run into places where data will not be available, it's going to be suppressed. And it's to keep that private- the information private for those individuals.

But this was just a very, very quick introduction into data.census.gov. I promised you a couple of other things so let's go to those. We'll go back to Census.gov. It looks like we're going to go a little over time so please stay with me. If you have to drop off, you have to drop off. If not, Operator hoping we'll be able to go a little bit over an hour.

But let's start with our Explore Data and go to Explore Data Main. If I go to Explore Data Main, I mentioned Census Business Builder earlier. This is a great tool. If I come down to Census Business Builder, and you'll notice I put it here, Go To Census Business Bureau, this is a tool for businesses. So if you're doing research, either you want to open a business or expand your business, there's two different tools. I'm going to start with the Small Business Edition. And notice, guys, we're going to move through this fairly quickly because this is something I've actually used to help someone before.

You can put in the industry key work- whatever you're looking for the type of business. But let's say you want to open a home health care business. So you'll notice that Healthcare is here, and you can go to Home Health. Those selections are the top 50 for small businesses that open in the nation so that's why those are here. And if you're on a mobile device- a tablet or cell phone- you can click Find Location.

But instead, we're going to go here and let's go to- as a matter of fact, we used Tennessee earlier. I'll start out with Tennessee. Notice after you type in about three letters, you can start to select whichever one you want. And immediately, I can go to a map or I can create a report. I'm going to go to the map.

And what I want you to visualize is I want to open a home health small business, and so I'm looking for data to help me with this. Notice that immediately, we have a color-coded map of all of the

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states surrounding Tennessee. And if we move the map out, you'll notice you can start seeing every state in the nation. On the bottom-right is your table or your legend, and it shows you the numbers.

But anyway, let's go back to Tennessee. And we're wanting to open a small business. You'll notice here on the upper-left, it says Healthcare- Home Health, so that's what I'm interested in. There are 612- I'm going to click the star; it's located here. It tells me there are 612 of those establishments in Tennessee. And you can see the state around it, you can see that they are darker blue, and if you look at the legend at the bottom-right you can see who has more.

So let's do a little research as a company. I am interested in customers, so I'm going to edit this one that says Percent High School. If you click on the little pencil, change it. And you'll notice that I have a lot of information, but because of time and brevity, if I click on Customers and I go to my Social Economic Characteristics, if you scroll down just a little bit you'll see Percent Disabled. Now on QuickFacts we had had percent, that was under 65, this is percent disabled for all ages. And I click Select. Notice what I have is 15.4% of Tennessee is 15.4% of the population is disabled. If I click on the star, notice that that moved over here to the left and now my map has recolored and it's showing me the disabled population is color-coded with the legend in the bottom-right.

So, okay, a state that I want something a little more specific, let's go to a county. Memphis is located over in the Southwest corner of Tennessee. So I give this a moment for it to- there we go, there's our counties coming in. Let's give it a moment here; a lot of data has been entered for the entire nation. There we go, okay. I always panic whenever things stop working.

So if I click on Shelby County, I now have data for Shelby County and you can see 12.6% is disabled. Notice that all I had to do was click on it. In the upper-left, you'll notice there's a lot more options. I can start zooming in- and I was going to stay focused on Shelby County.

And as I click in just a couple of clicks, notice that the words that are in grey are suddenly going to become black. If it's in black I can click on it. If I click zip code, I'm going to see the percent disabled for every zip code that's on this map. And if I click a zip code, notice what I have is the percent disabled for that. If I click another zip code, I'll see the percent disabled there. Wonderful, wonderful tool.

You'll notice that in the bottom where it has- is a number of employer establishments, it says NA. That means it's suppressed. So there's not enough businesses there to be able to display the data where they don't have to risk to divulge information. But if you want to open a business, that might mean there's not many businesses in that location.

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So what we can do is in the bottom-left we can click Create a Report. So let's take this back out to a county level. I'm looking at Shelby County and I'm going to click Create a Report. I think we'll be shocked at what's available here.

This is the report that comes out and notice that you can download it. There's a lot of different things you can do with this report. But as you scroll through it, here's information on your potential customers. More information. Notice the charts on the right, and some of the charts are going to be in the middle. Isn't that amazing? And you're not going to have any international data because you're probably not going to be doing home-health on the international level. But you can start seeing earnings and all of this is based on that type of business.

And if we come down, this is something that I think is amazing. If we go to the part down here that is Consumer Spending and I begin to scroll down, you'll notice that there's one of the consumer spendings on healthcare and medical services. If I click the little arrow, you'll notice how it's broken out Medical Services/Non-prescription Drug. So in Shelby County, Tennessee, every year each household spends around \$51- almost \$5200 a year- on healthcare. So if you're starting a business that might be something of importance to you.

Anyway, that's a wonderful tool. For time's sake, let's go back to the Census.gov, this is a lot I'm trying to cover in one hour. So hopefully I'm giving you ideas of places to go to extract data that's going to help you find the numbers that you're looking for. So we'll give it just a moment.

When it comes up, I'm going to go to our Explore Data, yes, we'll go to Explore Data, and then I'll show you how to go directly to those Data Tools and Apps. And the panic is setting in because it's not changing there. Let's do this. Like a lot of you, I am no longer working in an office; I'm working off of my Wi-Fi. So COVID-19 has changed a lot of our business practices.

If we go to Explore Data and click Data Tools and Apps, this is going to show all of the data tools and apps and they are in alphabetical order. You can see how they're here. I mentioned during the slides at the beginning, I want to take you to one called My Congressional District. Well, it happens to be on Page 2 down towards the bottom, and the reason I know it's in alphabetical order.

If I click on My Congressional District, and I have a slide about that, it's very simple to find the congressional district that applies that the information is looking for. You can simply put in a zip code and it will tell you what congressional district it is or you can select something like Alabama District 1, and it takes us to Alabama District 1 and the data for that. On the slide, I mentioned that if you scroll down with over halfway, here's the disability information. And notice that this is raw numbers.

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With Quick Facts, we had percentages. With Census Business Builder, we have percentages. With data.census.gov, we can do percentages or numbers. And in My Congressional District, notice you have numbers. Use whatever you need to tell your story so just remember that.

If I go back, let me back up, to our Data Tools and Apps, and I'll go back to where we have My Congressional District and I want you to see one other on here called My Tribal Area. This is merely identical but you can choose the Tribal Area, and let's go with Navajo Nation. You'll see it covers several different nations. Once again, you have People, Job, Housing- only five areas for the tribe- but as you come down, you'll notice the disability data.

So I covered five areas- Quick Facts, data.census.gov, Census Business Builder, My Congressional District, and My Tribal Area. So we covered all five of those- well just a second first. I almost lost it for a second. Sorry, I lost you.

Deb, are you there? Can you see my screen?

Deborah Rivera: Hi Ron, I am here and no I cannot.

Ron Williams: Okay, let me try this one more time.

Deborah Rivera: Something is starting to come through.

Ron Williams: Okay, good. Okay, we went through a live demo, we covered a whole lot of information. And I mentioned Census Academy at the beginning. The Census Academy is a great tool, it's a great place to go to get additional information. I really enjoy it, and the best thing about it is it's free.

In the bottom right you can see there's a contact us, there's a phone number, there's an e-mail address. With that, you can call- simply call that phone number or sent them an e-mail. Somebody will get back to you very, very quickly. There's a lot of ways to connect. You'll notice that those- the links are all on there.

This is my personal contact information. I don't mind if you reach out directly to me. If you call that 800 number, that will take you to what's called Ask Data. It's a great place to go to get information-

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great place to go for information anywhere in the Nation, but I will be happy to help you. We don't typically put our contact information on there but the subject matter we cover each day I want you to know you can always reach out to me.

So we're past our time. Operator, I'm not sure if it's (Sandy) or (Amanda), I'm not sure which one our operators this time but Operator and Deb if you have anything let me know before we wrap it up.

Operator: Thank you. We will begin our question and answer session. If you'd like to ask a question, please press Star 1. Please unmute your phone and record your name slowly and clearly when prompted. Your name is required to introduce your question. Again that's Star 1 if you'd like to ask a question.

Kim: Thank you Ron this is Kim one of the Census Academy hosts today and we'd like to limit the question to one question today. And due to the amount of time we'll only be able to take one or two questions today. Thank you.

Operator: And our first question is from Jackie Scott, your line is open.

Participant: I asked the question, you answered it already. When it will be available- the script will be available- and how to access it.

Ron Williams: Yes ma'am, that's I believe that he said they already answered it but those that may have not heard. The Webinar we posted- at a later date- the timing- I'm not exactly sure- as far as when it will be but yes, it will be at a later date.

Kim: We'll have that on Census Academy within the next couple of weeks, under the Webinars Tab.

Participant: Thank you.

Ron Williams: Okay Kim if there's no further questions, I'll turn it back over to you.

Kim: Yes and thank you.

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Operator: I have no additional questions.

Kim: Sorry, okay.

Deb: No, it's okay, thank you very much, operator. And thank you Ron for this excellent and truly informative presentation today. And thank you for everyone who participated in today's Webinar. We want to remind you about the evaluation that you will receive once you exit from the WebEx event screen.

We do value your opinion and we really encourage you to fill out that evaluation, tell us how we did today and also any topics that you'd like to see us cover at a later date.

The next Webinar in this series will be on July 22 and that is going to be on Demystifying the Census API. The participants will get an introduction and a live demonstration on the Census Bureau's application programming interface and learn how to use the API to quickly access data.

So again that is July 22 at 2 pm Eastern time. Thank you again for joining us today and we look forward to having you join us again for our next presentation. Thank you all, have a great day.

Operator: And this concludes today's conference. Thank you for participating. You may disconnect at this time