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U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)



3

# The U.S. Census Bureau's COVID-19 Hub

Several previous webinars on the hub  
[www.census.gov/academy](http://www.census.gov/academy)

# Census Academy – Home Page

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### View by Topic

Rectangular Snip

- Computer monitor icon
- Map of the United States icon
- Line graph icon
- Family silhouette icon
- Money bag icon
- Crossed tools icon

# The U.S. Census Bureau's COVID-19 Hub

-  Data behind the COVID products
-  Available Resources
-  Practical Applications

# The American Community Survey

## About the U.S. 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 all 50 states and U.S. territories
  - **The American Community Survey** – the ongoing, annual survey of the social, economic, housing, and demographic characteristics of the nation's population
  - **The Economic Census** – the official five-year measure of American businesses
- Our mission is to serve as the nation's leading provider of quality data about its people and economy.



# The American Community Survey

## The Foundation

***The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality***

- 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 large populations)
  - 1-year Supplemental Estimates (for small populations)
  - 5-year Estimates (for very small populations)

13199013

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

 **THE American Community Survey**

**This booklet shows the content of the American Community Survey questionnaire.**

**Start Here**

Respond online today at:  
<https://respond.census.gov/acs>  
OR  
Complete this form and mail it back as soon as possible.

Please print today's date.  
Month  Day  Year

Please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

Last Name

First Name  MI

Area Code + Number  -

How many people are living or staying at this address?  
• **INCLUDE** everyone who is living or staying here for more than 2 months.  
• **INCLUDE** yourself if you are living here for more than 2 months.  
• **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.  
• **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM ACS-1 (INFO) (2019)  
OMB No. 0607-0810  
OMB No. 0607-0936



# ACS Data Collection Process



**Self-Response  
Modes**

**Non-Response  
Mode**

*Link to Sample Questionnaire*

<https://www2.census.gov/programs-surveys/acs/methodology/questionnaires/2021/quest21.pdf>

# The American Community Survey

## How is the American Community Survey Different from Decennial?

	<b>ACS</b>	<b>Census</b>
<i>Purpose</i>	Sample estimates	Official counts
<i>Collects</i>	Detailed social, economic, housing, and demographic characteristics	Basic demographics
<i>Produces</i>	Population and housing characteristics	Population and housing totals
<i>New Data Every</i>	Year	10 years
<i>Data Reflect</i>	Period of time	Point in time

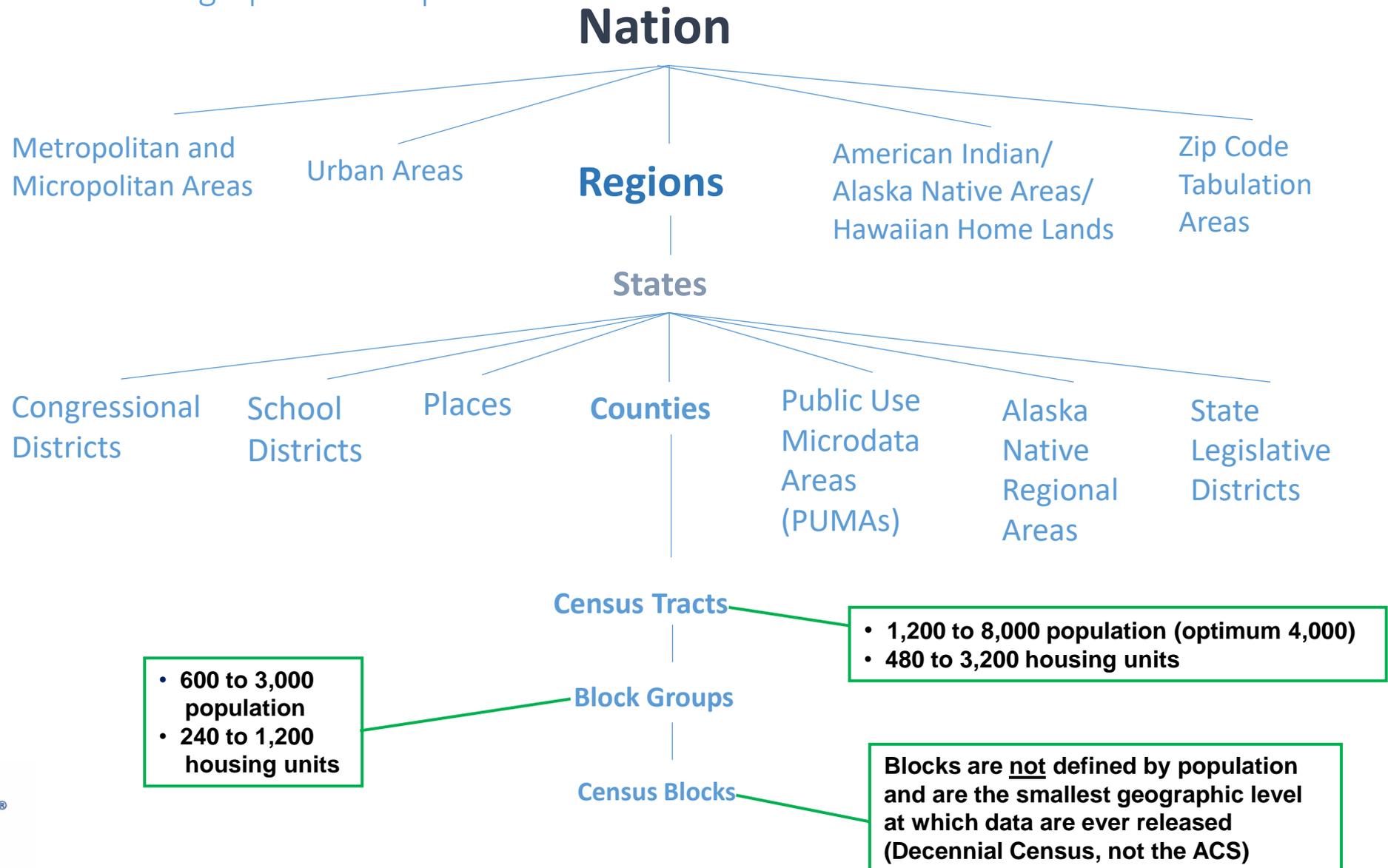
# The American Community Survey

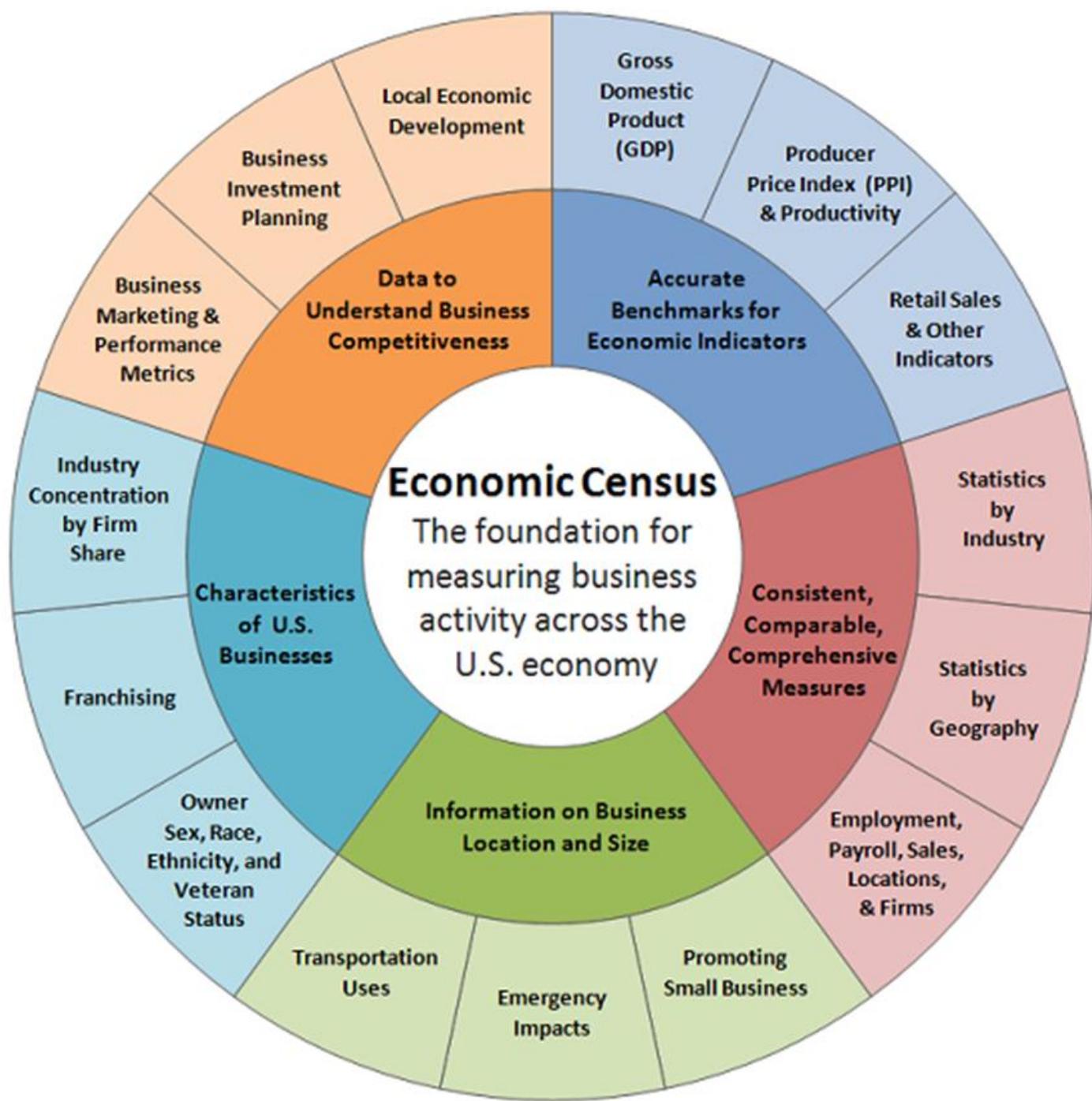
## Content Overview

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

# The American Community Survey

## Selected Census Geographic Concepts





# ***Selected Economic Surveys***

- **The Survey of Business Owners (SBO)** measures the demographic characteristics of business owners across the economy of the United States.
- **The Commodity Flow Survey (CFS)** measures the movement of goods in the United States.
- **The Business Expenditures Survey (BES)** estimates expenditures, depreciable assets, and operating costs for wholesale, retail, and some service companies
- **Business Formation Statistics (BFS)** Provides timely and high frequency information on new businesses applications and formations
- **Non-Employer Demographic Statistics (NES-D)** Provides annual data on non-employer business demographics

# Business and Economy

The Census Bureau produces economic data across the entire economy on a monthly, quarterly, yearly, and five-year basis.

- Business and Owner Characteristics
- Business Counts
- Business and Workforce Dynamics
- Expenses and Expenditures
- Inventories
- Sales, Receipts, Shipments, or Production
- Small Business
- Economic Census
- Search or Browse for NAICS codes
- Search or Browse for NAPCS codes
- Measuring Technology and the Economy (Tech Stats)
- Economic Indicators



# *Accessing the Census COVID-19 Hub*

<https://covid19.census.gov>

# Census COVID-19 Hub



US Census Bureau COVID-19 Site

[FAQs](#)

[Flyer](#)



## US Demographic and Economic Data At A Glance

Population Aged 65  
Years and Older

49,238,581

American Community Survey  
(ACS) 2014-2018

Total Uninsured  
Population

29,752,767

American Community Survey  
(ACS) 2014-2018

Total Employer  
Establishments

7,912,405

County Business Patterns (CBP)  
2018

Total Non-Employer  
Establishments

26,485,532

Nonemployer Statistics (NES)  
2018

50,783,796

American Community Survey  
(ACS) 2015-2019

28,248,613

American Community Survey  
(ACS) 2015-2019

# Components of the COVID19 Hub

## Impact Report (2 pages)

### New COVID19 Surveys and Estimates (Experimental)

Business Formation Statistics

Community Resilience Estimates

Selected Monthly State Sales Tax and Collections

Monthly State Retail Sales

### Demographic and Economic Analysis (9 Maps)

### Highlighted Datasets

### Additional Federal Agency and Other Datasets

International Population Data

Weekly Small Business Pulse Survey\*

Weekly Household Pulse Survey\*

\* Comprehensive Webinar, Coming Soon

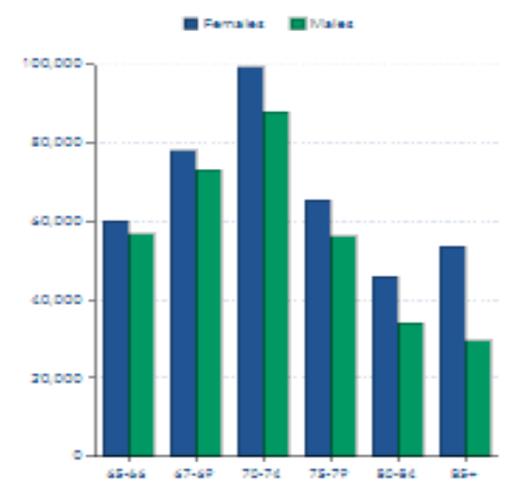


## STATE COVID-19 IMPACT PLANNING REPORT

Colorado (FIPS 08)



### POPULATION 65 AND OLDER



Source: Program Areas

### KEY FACTS

5,531,141 Total Population	2,113,387 Total Households	Var 2.56: Total Households Average Household Size	36.6 Median Age	86.2% Internet at Home
-------------------------------	-------------------------------	--	--------------------	---------------------------

### BUSINESSES

172,548 Total Employer Establishments	2,423,817 Total Employees	\$133,693,599 Total Annual Payroll (\$1,000)
\$19,455,751 Total Accommodation and Food Services Sales (\$1,000)	535,299 Total Non-Employer Establishments	\$26,587,439 Total Non-Employer Revenue (\$1,000)

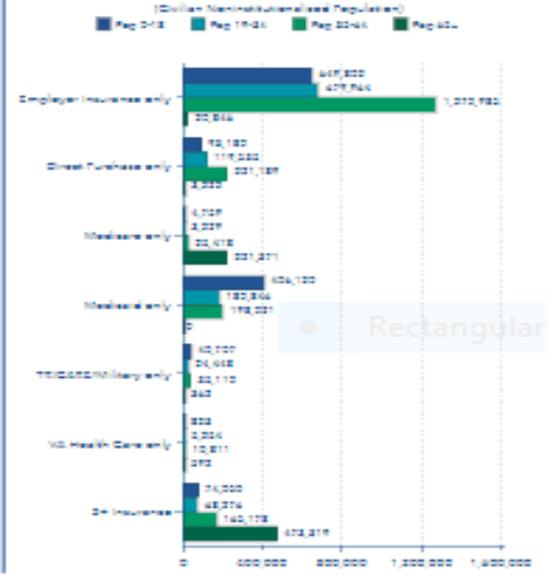
### POVERTY

224,819 Households Below Poverty Level	168,243 Households Receiving Food Stamps/SNAP
---	--

### AT-RISK POPULATION

459,890 Households With Disability	195,596 Households w/Pop 65+ Living Alone	108,846 Households Without Vehicle
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### HEALTH INSURANCE COVERAGE BY AGE



Rectangular Strip

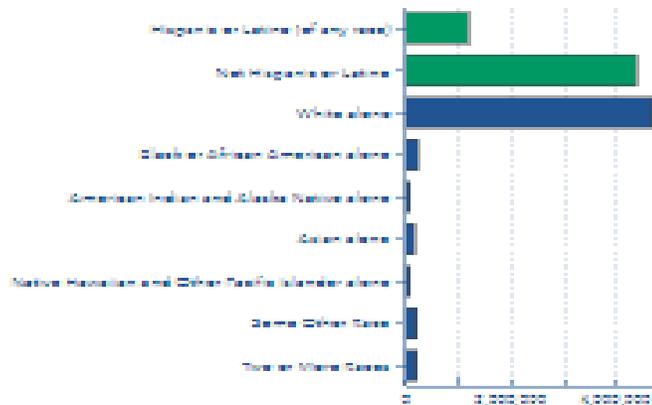


# STATE COVID-19 IMPACT PLANNING REPORT

Colorado (FIPS 08)

LANGUAGE SPOKEN AT HOME BY AGE	5-17	18-64	65+	Total
English Only	222,228	2,919,988	626,091	3,768,307
Spanish	182,962	412,248	89,912	685,122
Speak English "very well"	102,168	222,272	22,021	312,101
English less than "very well"	80,794	190,976	67,891	311,261
Other Indo-European	12,777	82,497	19,824	115,098
Speak English "very well"	12,022	62,292	12,222	86,536
English less than "very well"	755	19,205	7,602	27,562
Asian-Pacific Island	12,222	72,222	12,222	96,666
Speak English "very well"	12,012	62,222	2,222	76,456
English less than "very well"	210	10,000	0,000	10,210
Other Languages	2,222	22,222	2,222	26,666
Speak English "very well"	2,112	22,112	1,222	25,446
English less than "very well"	110	1,110	1,000	2,220

## HISPANIC ORIGIN AND RACE



esri | Source: Program Data

## KEY FACTS

5,531,141

Total Population

2,113,387

Total Households

2.56

Average Household Size

36.6

Median Age

86.2%

Internet at Home

## POPULATION AND POVERTY STATUS

Population and Poverty Status	Total
Population for whom Poverty Status is Determined	3,409,817
Income to Poverty Ratio <0.50	269,122
Income to Poverty Ratio 0.50-0.99	221,276
Income to Poverty Ratio 1.00-1.24	200,761
Income to Poverty Ratio 1.25-1.49	199,621
Income to Poverty Ratio 1.50-1.99	209,666
Income to Poverty Ratio 2.00-2.99	124,906
Income to Poverty Ratio 3.00+	2,976,596

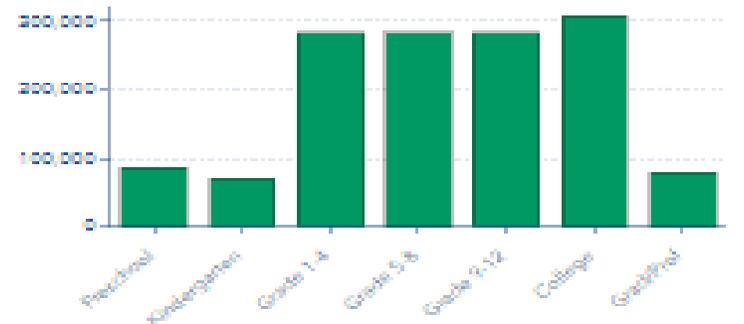
## POVERTY LEVELS

Poverty Level	Below	At or Above	Total
All Households	226,819	1,000,568	1,227,387
Married-Couple Family Households	29,728	1,010,277	1,040,005
Other Family Households w/Male Householder	9,720	88,141	97,861
Other Family Households w/Female Householder	67,991	156,266	224,257
Nonfamily Households w/Male Householder	54,724	219,842	274,566
Nonfamily Households w/Female Householder	71,564	214,922	286,486

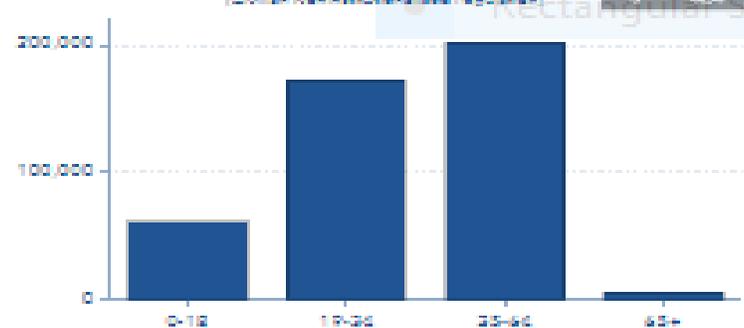
## OTHER POPULATION FACTS

Other Population Facts	Total
Population Density (per square km)	26.6
Population in Dependent Age (under 18 and 65+)	2,000,437
Population 65+ Living in Group Quarters	14,637
Average Household Size of Owner-Occupied Unit	2.64
Average Household Size of Renter-Occupied Unit	2.41

## SCHOOL ENROLLMENT (AGE 3 AND OVER)



## POPULATION WITH NO HEALTH INSURANCE



Version 2.0  
January 24, 2021

# Components of the COVID19 Hub

Header

Impact Report (2 pages)

## **New COVID19 Surveys and Estimates (Experimental)**

Business Formation Statistics

Community Resilience Estimates

Selected Monthly State Sales Tax and Collections

Monthly State Retail Sales

International Population Data\*\*

Weekly Small Business Pulse Survey\*

Weekly Household Pulse Survey\*

Demographic and Economic Analysis (9 Maps)

Highlighted Datasets

Additional Federal Agency and Other Datasets

\* Comprehensive Webinar, Coming Soon

\*\* Recently added

# New Covid-19 Surveys and Estimates

These Census Bureau experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.



### Weekly Business Formation Statistics

The BFS provide timely and high frequency information on new business applications and formations in the United States.

[Dashboard](#) >



### Weekly Small Business Pulse Survey

This experimental survey measures the changes in business conditions on our nation's small businesses during the coronavirus (COVID-19) pandemic.

[Dashboard](#) >



### International Population Data

This dashboard shows selected population characteristics for 228 countries and areas in the U.S. Census Bureau's International Data Base.

[Dashboard](#) >



### Community Resilience Estimates (CRE)

The capacity of individuals and households within a community to absorb, endure, and recover from the health, social, and economic impacts of a disaster.

[Dashboard](#) >



### Weekly Household Pulse Survey

This is a 20-minute online survey studying how the COVID-19 pandemic is impacting households across the country from a social and economic perspective.

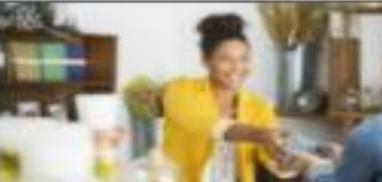
[Go to](#) >



### Selected Monthly State Sales Tax Collections

Monthly State Sales Tax Collection is a new monthly measure of state government sales tax collections for selected sales tax.

[Go to](#) >



### Monthly State Retail Sales

The Census Bureau has released the Monthly State Retail Sales (MSRS) an experimental data product featuring monthly state-level retail sales.

[Go to](#) >

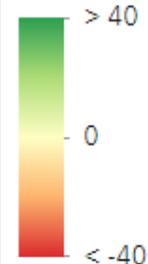
Rectangular



The Business Formation Statistics (BFS) are an experimental data product of the U.S. Census Bureau developed in research collaboration with economists

Not Adjusted State Business Applications

Year-to-Year Percentage Change



Total Business Applications



Year 2020, Week 52

for the Nation and selected App Type

Total Applications

59,170

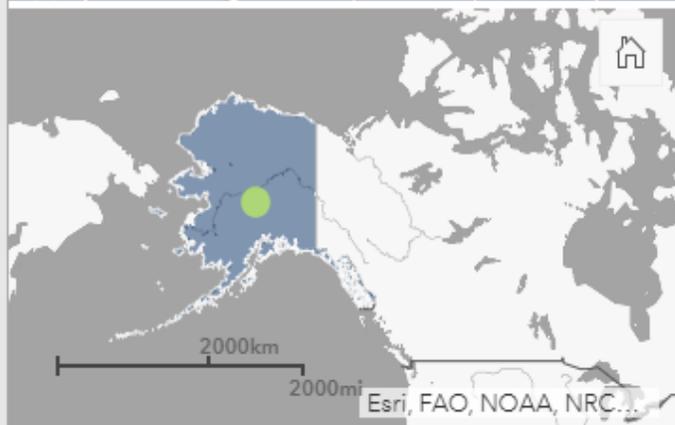
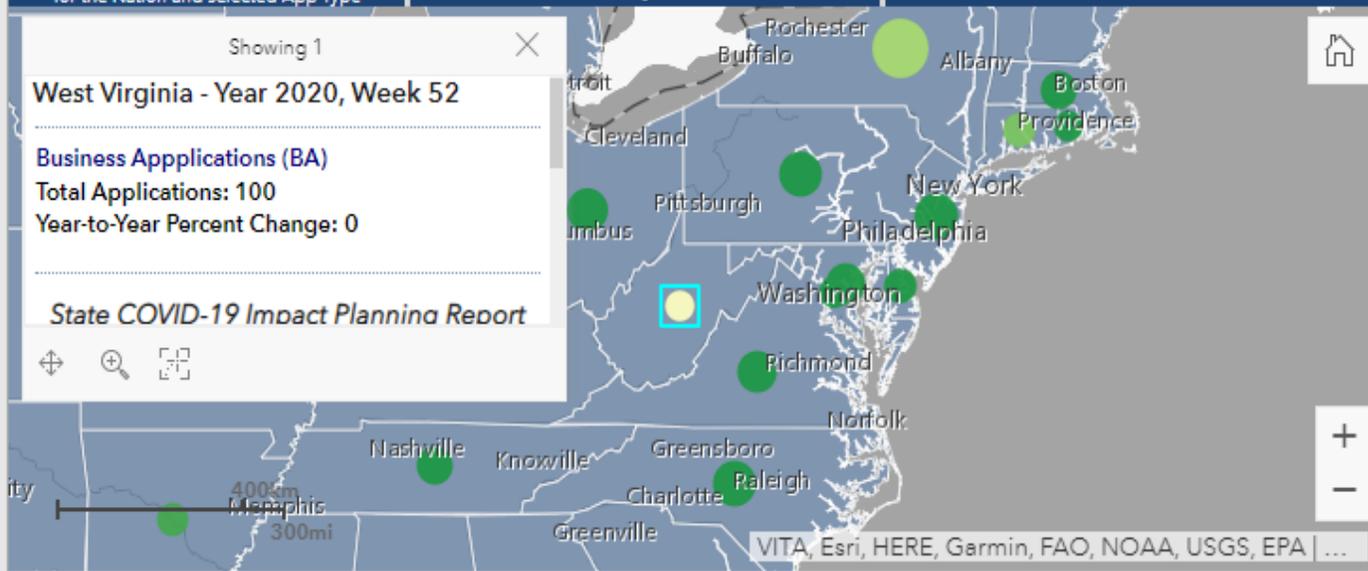
Year-to-Year Percent Change

41%

West Virginia - Year 2020, Week 52

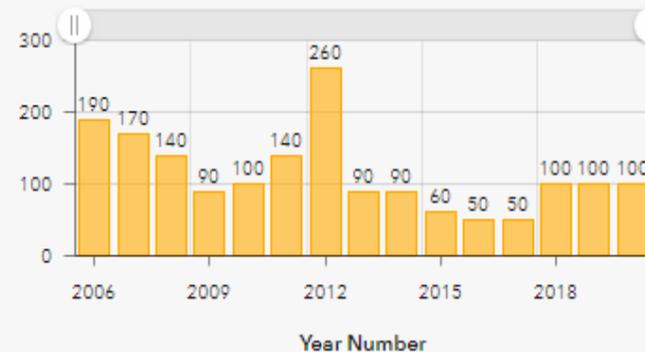
Business Applications (BA)  
Total Applications: 100  
Year-to-Year Percent Change: 0

State COVID-19 Impact Planning Report



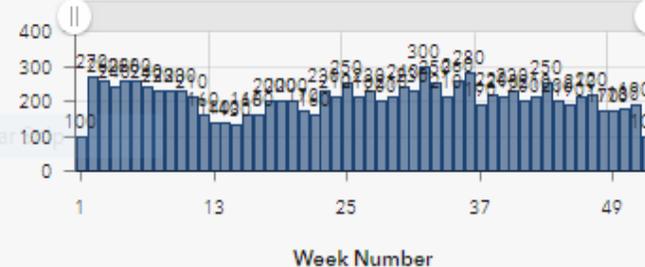
Applications by Year

Total Applications by Year



Total Applications by Week and Selected Year

(select a year from the menu above)



# Community Resilience Estimates

The Census Bureau has developed new small area estimates, identifying communities where resources and information may effectively mitigate the impact of disasters.

Community resilience is the capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic.

0, 1-2, 3 or More Risk Factors

## ACS-defined Risk Factors (RF) for Households (HH) and Individuals (I)

- RF 1: Income-to-Poverty Ratio (IPR) < 130 percent (HH).
- RF 2: Single or zero caregiver household - only one or no individuals living in the household who are 18-64 (HH).
- RF 3: Crowding defined as either Unit-level crowding defined as > 0.75 persons per room (HH) or Household resides within a high-density tract defined as 75% of the population living in blocks with greater than 4,000 people per square mile.
- RF 4: Communication barrier defined as either linguistically isolated (HH) or No one in the household over the age of 16 with a high school diploma (HH).
- RF 5: No employed persons (HH)

## ACS-defined Risk Factors (RF) for Households (HH) and Individuals (I)

- RF 6: Disability posing constraint to significant life activity: Persons who report having any one of the six disability types (I): hearing, difficulty, vision difficulty, cognitive difficulty, ambulatory difficulty, self-care difficulty, and independent living difficulty.
- RF 7: No health insurance coverage (I)
- RF 8: Age  $\geq$  65 (I)
- RF 9: Serious heart condition (I) \*
- RF 10: Diabetes (I)\*
- RF 11: Emphysema or current asthma (I) \*

\*Health Condition Risk (National Health Interview Survey)



Community resilience is the capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic.

When disasters occur, recovery depends on the community's ability to withstand the effects of the event. In order to facilitate disaster preparedness, the Census Bureau has developed new small area estimates, identifying communities where resources and information may effectively mitigate the impact of disasters.

Variation in individual and household characteristics are determining factors in the differential impact of a disaster. Some groups are less likely to have the capacity and resources to overcome the obstacles presented during a hazardous event. Resilience estimates can aid stakeholders and public health officials in modeling these differential impacts and developing plans to reduce a disaster's potential effects.

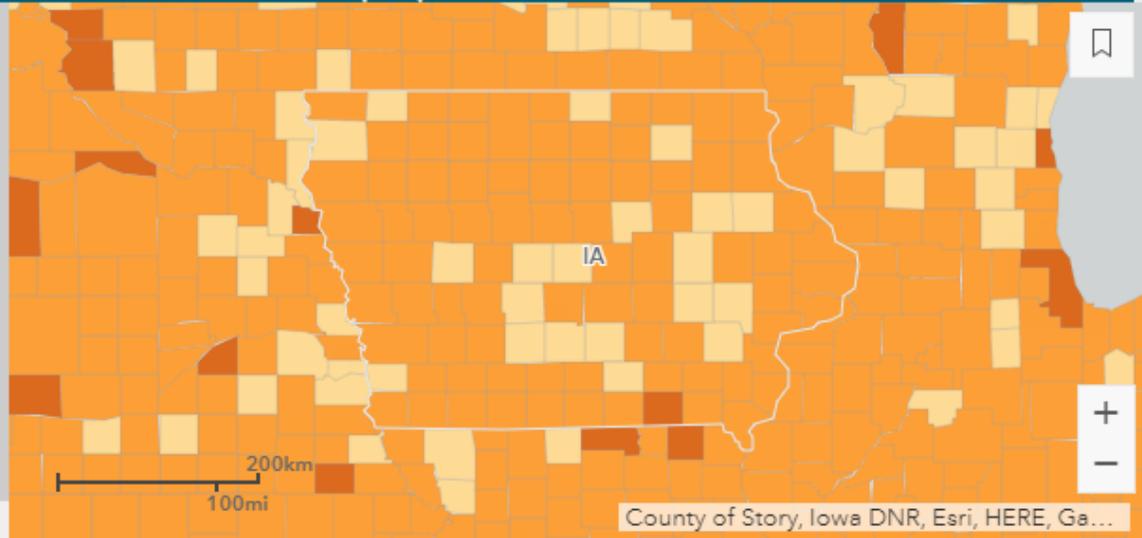
Individual and household characteristics from the 2018 American Community Survey (ACS) were modeled, in combination with publicly-available data from the 2018 National Health Interview Survey (NHIS), to provide tract and

### Thematic Risk Factor (RF) based on the risk factor selected above

Thematic Risk Factor (Counties)

Percentage of Residents

- > 50 - 78
- > 30 - 50
- > 20 - 30
- > 10 - 20
- 0 - 10



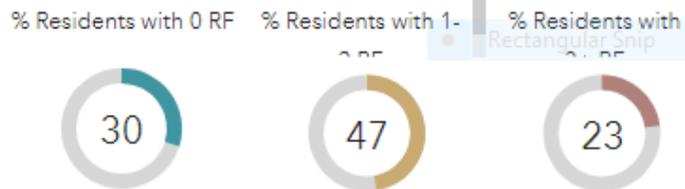
- Thematic Risk map
- Predominant Risk map
- Thematic Risk w/Pop map
- COVID-19 Impact Report

### State Profile (based on county average)



- Percentage of Residents
- Number of Residents

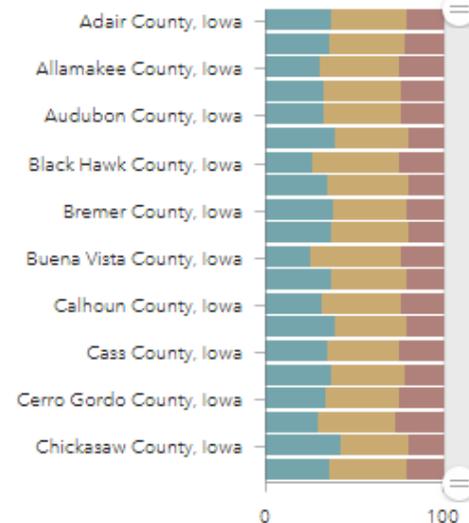
### County Profile (based on tract average)



- Percentage of Residents
- Number of Residents

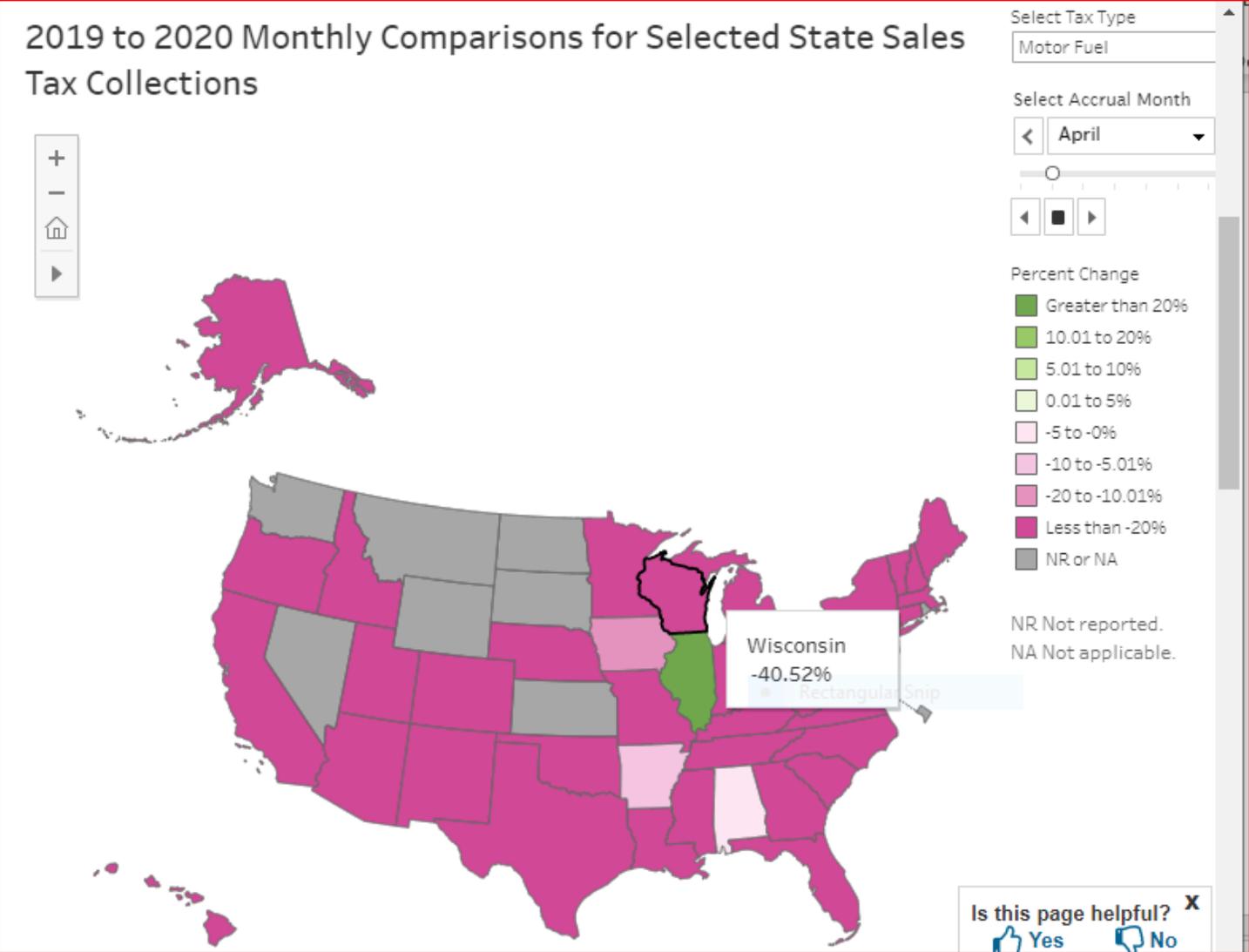
### County Comparison

Top 20 sorted by percentage of residents with 3+ RF  
\*click on a bar to see the location on the map, click again to turn off the selection

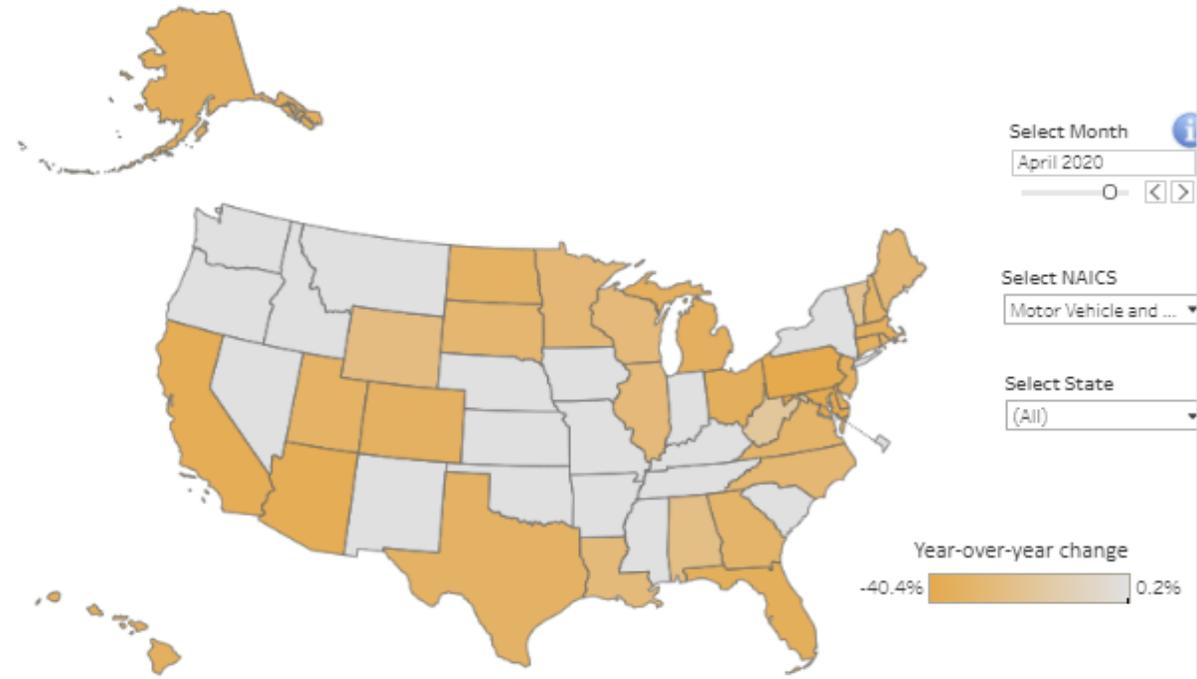


- County Comparison
- Tract Comparison

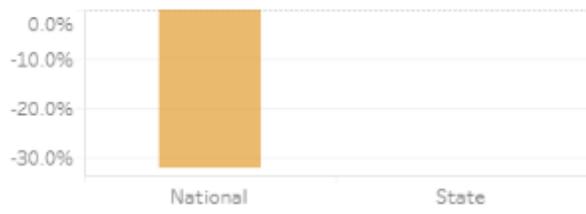
**Selected Monthly State Sales Tax Collections** provide data for following sales taxes; general sales, lodging, alcoholic beverages, motor fuel, and tobacco products. Data reported for a specific month generally represent sales taxes collected on sales made during the prior month.



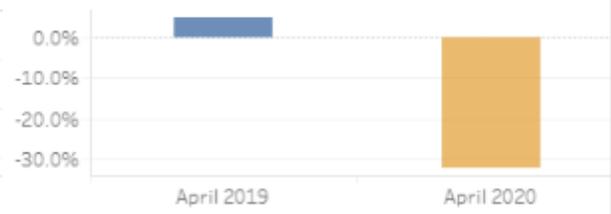
### Monthly State Retail Sales



National vs. State



Year-over-year Comparison



# Components of the COVID19 Hub

Header

Impact Report (2 pages)

## New COVID19 Surveys and Estimates (Experimental)

Business Formation Statistics

Community Resilience Estimates

Selected Monthly State Sales Tax and Collections

Monthly State Retail Sales

International Population Data\*\*

Weekly Small Business Pulse Survey\*

Weekly Household Pulse Survey\*

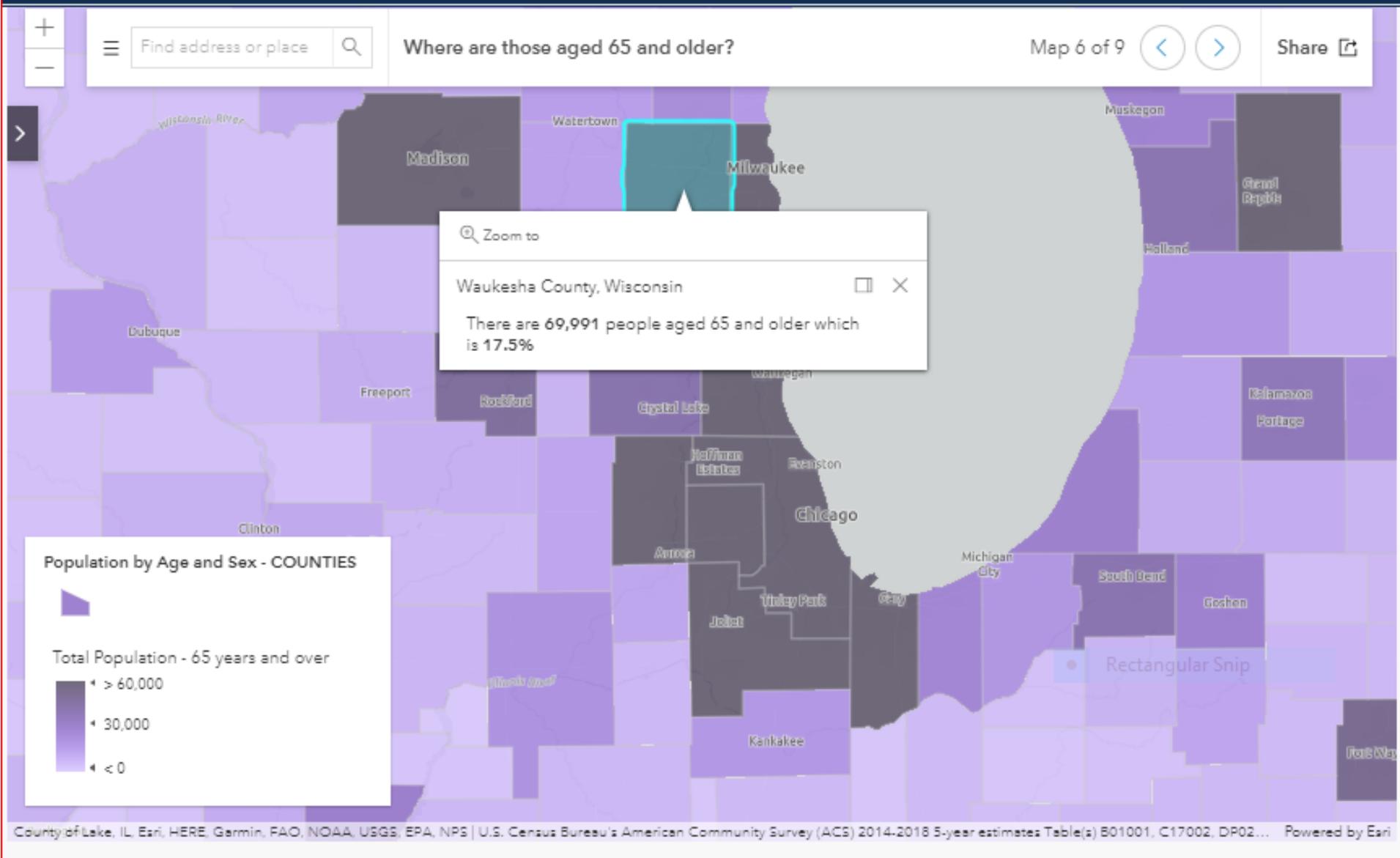
## Demographic and Economic Analysis (9 Maps)

Highlighted Datasets

Additional Federal Agency and Other Datasets

\* Comprehensive Webinar, Coming Soon

\*\* Recently added



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## Highlighted Datasets

Age and pre-existing social vulnerability could be two factors that help provide a glimpse of American communities that might experience a punctuated demand for coronavirus (COVID-19) related healthcare.



### ACS People Below Poverty

This layer contains the most current release of data from the American Community Survey (ACS) about households that are below poverty. These are 5-year estimates shown by county, and state boundaries.

[Read More](#) >



### ACS Household Income < \$75,000

This layer contains the most current release of data from the American Community Survey (ACS) about household income ranges and cutoffs. These are 5-year estimates shown by county, and state boundaries.

[Read More](#) >



### ACS Total Population Over 65

This layer contains the most current release of data from the American Community Survey (ACS) about total population count by sex and age group. These are 5-year estimates shown by county, and state boundaries.

[Read More](#) >



### Average Annual Payroll Per Employee (NAICS 00): 2018

This layer contains 2018 data from the U.S. Census Bureau's County Business Patterns (CBP) program, which includes data on employer businesses by North American Industry Classification System (NAICS) Industry. Data for state and county boundaries.

[Read More](#) >



### Average Annual Revenue per Non-Employer (NAICS 00): 2018

This layer contains the most current release of data from the U.S. Census Bureau's Nonemployer Statistics (NES) program. These are annual estimates shown by county and state boundaries.

[Read More](#) >



### Accommodation and Food Services (NAISC 72): 2017

This layer contains the most current release of data from the U.S. Census Bureau's Economic Census (EC) program, which includes data on employer businesses by 2- thru 6-digit North American Industry Classification System (NAICS) Industry. The program included annual estimates by nation, state, metro, and county.

[Read More](#) >

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\*\* Recently added

## Additional Federal Agency and Other Datasets

These additional datasets are provided to access relevant COVID-19 recovery data and analysis from public, non-profit, and private sector sources in partnership with FEMA and Argonne National Laboratory. For convenience, they are grouped into the categories of Business and Economics, Individuals and Households, and Government services. These datasets are only a subset of the many Federal and private sector COVID-19 data available.



[Open Datasets Page](#)

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- Family silhouette icon
- Money bag icon
- Tools icon

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## Census Academy

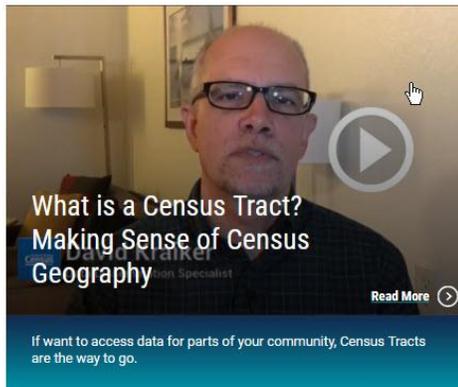
Data Gems

Webinars

Courses - Coming Soon!



### Data Gems



VIDEO | OCTOBER 11, 2018

#### How to Access Data for a Neighborhood or Service Area

By using Census Tracts, you can select the boundaries of your area, and access demographic, socioeconomic, and housing statistics about your community.

VIDEO | SEPTEMBER 21, 2018

#### How to Extract Data from the Census API

Learn how to use the Census API to explore or learn more about America's changing population and economy.

VIDEO | SEPTEMBER 21, 2018

#### Visualizing Characteristics Using the Census Engagement Navigator

Learn how to use this interactive visualization to quickly understand what areas of the country had high or low return rates in the 2010 census.

[VIEW ALL DATA GEMS](#)

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3