Census Academy Presents: Census 101

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Kim Brown, Training Specialist
U.S. Census Bureau, Data Dissemination and Training Branch
Kimberly.a.brown@census.gov
Meet Your Presenter

Kim Brown has been with the U.S. Census Bureau for almost 40 years, the majority of her time spent in customer services.

She is currently a training specialist in the Data Dissemination and Training Branch of the Customer Liaison & Marketing Services Office.

As a trainer, she guides data users in accessing and understanding Census Bureau data, products, and services.

Kim Brown
Training Specialist
Census Bureau Mission Statement

The Census Bureau’s Mission is to serve as the nations leading provider of quality data about its people and economy. Our goal is to provide the best mix of timeliness, relevancy, quality, and cost for the data we collect and the services we provide.
Organizational Information

- There are 13 major statistical agencies within the U.S. Government
  - 70 organizations that collect statistics
- The Census Bureau
  - Part of the U.S. Department of Commerce
  - Contains 9 Directorates
  - Contains 44 Divisions or Offices
# Census Bureau’s Offices and Centers

<table>
<thead>
<tr>
<th>Offices</th>
<th>Number of Offices</th>
<th>Locations</th>
<th>Operating Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Census Headquarters (HQ)</td>
<td>1</td>
<td>Suitland, MD</td>
<td>Permanent</td>
</tr>
<tr>
<td>Computer Center</td>
<td>1</td>
<td>Bowie, MD</td>
<td>Permanent</td>
</tr>
<tr>
<td>Contact Centers</td>
<td>2</td>
<td>Jeffersonville, IN</td>
<td>Permanent</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tucson, AZ</td>
<td></td>
</tr>
<tr>
<td>International Trade Office</td>
<td>1</td>
<td>Puerto Rico</td>
<td>Permanent</td>
</tr>
<tr>
<td>National Processing Center (NPC)</td>
<td>1</td>
<td>Jeffersonville, IN</td>
<td>Permanent</td>
</tr>
<tr>
<td>Regional Offices (RO)</td>
<td>6</td>
<td>Atlanta, GA</td>
<td>Permanent</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Denver, CO</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>New York, NY</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chicago, IL</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Los Angeles, CA</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Philadelphia, PA</td>
<td></td>
</tr>
</tbody>
</table>
Census Bureau’s Regional Office

- Atlanta, Georgia
- Chicago, Illinois
- Denver, Colorado
- Los Angeles, California
- New York City, New York
- Philadelphia, Pennsylvania
## Censuses

<table>
<thead>
<tr>
<th></th>
<th><strong>Decennial Census</strong></th>
<th><strong>Economic Census</strong></th>
<th><strong>Census of Governments</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overview</strong></td>
<td>A constitutionally mandated population and housing count for every resident in the United States</td>
<td>Measures the health of the nation's economy by providing vital statistics about industries and businesses</td>
<td>Identifies the scope and nature of the nation's state and local government sector</td>
</tr>
<tr>
<td><strong>Participation</strong></td>
<td>All 50 states, the District of Columbia, Puerto Rico, and the Island Areas</td>
<td>All 50 states, the District of Columbia, Puerto Rico, and the Island Areas</td>
<td>All 50 states and the District of Columbia</td>
</tr>
<tr>
<td><strong>Occurrence</strong></td>
<td>Occurs every 10 years on years ending in zero</td>
<td>Occurs every five years on years ending in two and seven</td>
<td>Occurs every five years on years ending in two and seven</td>
</tr>
</tbody>
</table>
| **Significance** | • Used for congressional redistricting  
• Used for state legislative redistricting  
• Influences the distribution of $675 billion in federal funds annually | • Influences policy decisions  
• Used to create key measures for economic activity (ex: GDP)  
• Used to gauge organizational structures and product trends | • Used to measure economic and financial performance  
• Use for public policy research  
• Used to develop programs and budgets |

*United States Census Bureau*
2020 Decennial Census

- Online questionnaire available for the first time
- Mail in questionnaires are still an option
- Total of 10 questions relating to topics such as:
  - Age
  - Sex
  - Race
  - Ethnicity
  - Rent/Own
Decennial Census Data in Action

• Apportionment
• Redistricting
• Funding of Federal, State, and Local Government Programs
• Program Planning, Site location, Marketing Decisions
On April 1, 2020 the United States population was 331,449,281.
Knowledge Check #1

• How many types of censuses does the U.S. Census Bureau conduct?

  a. • One
  b. • Three
  c. • Five
• North American Industry Classification Code
• Can be 2-6 digits
• Some sectors not covered by the Census Bureau
Economy Census in Action

- Study industry and trends over time
- Evaluate investment opportunities
- Implement Public Policy
- Measure economic development
- Business Plans
- Grants
Knowledge Check #2

• What program takes the pulse of America’s Economy every 5 years?

  a. The Economic Census
  b. The Population Estimates Program
  c. The Census of Governments
Census of Governments

• Collected every 5 years, in years ending in “2” and “7”
• Government organization data and information are for October of the year preceding the Census
• How governments are organized, how many people they employ and payroll amounts, and the finances of governments
Census of Governments in Action

• The Bureau of Economic Analysis and the Federal Reserve Board—use the data to measure the nation's economic and financial performance
• State and local governments use the data to develop programs and budgets, assess financial conditions, and perform comparative analyses
• Analysts, economists, market specialists, and researchers need these data to measure the changing characteristics of the government sector of the economy and to conduct public policy research.
### The Census Bureau conducts more than 130 surveys across the nation

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Demographic Surveys</strong></td>
<td>Measure income, poverty, education, health insurance coverage, housing quality, crime, computer usage, and many other subjects</td>
</tr>
<tr>
<td><strong>Economic Surveys</strong></td>
<td>Measure the nation’s economy and provide information about businesses</td>
</tr>
<tr>
<td><strong>Sponsored Surveys</strong></td>
<td>Demographic and economic surveys conducted for other government agencies</td>
</tr>
</tbody>
</table>

### American Community Survey (ACS)

<table>
<thead>
<tr>
<th>Overview</th>
<th>Provides detailed information about communities and their composition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>All 50 states, the District of Columbia, and Puerto Rico</td>
</tr>
<tr>
<td>Occurrence</td>
<td>Occurs annually</td>
</tr>
<tr>
<td>Significance</td>
<td>• Influences the distribution of $675 billion in federal funds annually&lt;br&gt;• Used for community planning program development</td>
</tr>
</tbody>
</table>
Households Surveys

- The Current Population Survey
- The Survey of Income and Program Participation
- The American Community Survey
- American Housing Survey
The American Community Survey

- Samples approximately 3.5 million addresses per year
  - 290k per month
- Produces estimates for characteristics of both population and housing
- Creates estimates for small geographic areas
Knowledge Check #3

Which of the following produces estimates for population and housing characteristics?

a. The Decennial Census
b. The Economic Census
c. The American Community Survey
Estimates from Administrative Records

• Annual Population Estimates
• Monthly Import and Exports
• Weekly, monthly and annual surveys of the nation’s economic activity
Conduct Surveys for Government Agencies

- Department of Justice
- Department of Education
- National Center for Education Statistics
- National Center for Science and Engineering Statistics
- National Center for Health Statistics
- Center for Disease Control
- Bureau of Labor Statistics
Census Geography

- Foundation of all data collection and publication
- Legal and Administrative Geography
- Statistical Geography
Geographic Products

- TIGER
  - Topologically Integrated Geographic Encoding and Referencing System
- Boundary and Thematic Maps
- Other Geographic Products
  - Reference Information Maps
  - Tallies of Geographic Entities
  - Relationship Files
TIGERWeb Overview

TIGERWeb is a web-based system that allows users to visualize our TIGER (Topologically Integrated Geographic Encoding and Referencing database) data in several ways:

- TIGERweb Applications
Interactive Story Telling

2020 Census Demographic Data Map Viewer

This map shows the population density—expressed as persons per square mile—from the 2020 Census at the state, county, and census tract levels. Zoom in to see county- and tract-level data. Click on the map to learn more.

Legend
State (or state equivalent) boundary
Persons per square mile by state (or state equivalent)
- 2,000.0 or more
- 1,000.0 to 1,999.9
- 500.0 to 999.9
- 100.0 to 499.9
- 50.0 to 99.9
- Less than 50.0
U.S. density = 93.7
Data Products

- Summary Tables
- Analyses
- Microdata
- Maps and Geographic Products
- Metadata
- Visualizations
Partnerships and Outreach

- Federal Depository Library Program
- State Data Centers
- Census Information Centers
- Advisory Committees
Census Data Users

• Congress
• State and Local Governments
• Researchers and Academic Institutions
• Financial Institutions
• Regional Planning Agencies
• Businesses and Chambers of Commerce
• You!
Census Bureau Resources & Services

- Data Training and Workshops
- Statistics in Schools
- Demographic Consulting
- The Census Bureau Library
Census Academy

Census Academy
Your Learning Hub for Data Skills.

Learn how to access and use Census Bureau Data your way through our how-to Data Gem videos and in-depth courses, webinars, and tutorials.

JOIN THE COMMUNITY

View by Topic

- 2020 Census Data
- Data Tools
- Data Science & Visualization
- Population & Housing Characteristics
- Business & Economy
- Geography

United States Census Bureau
The U.S. Census Bureau conducts 3 censuses and over 130 surveys.

We have tools, data products, services and resources to help you understand and access data.

We cater our products and tools to meet the evolving needs of our partners and data users.
Get in Touch with Us

Kim Brown
U.S. Census Bureau
Data Dissemination and Training Branch

Kimberly.a.brown@census.gov
301-763-1196

Census.askdata@census.gov
1844-ASKDATA

@uscensusbureau
Subscribe: Census.gov/academy
THANK YOU