Data on a Deadline For Journalists

April 12, 2022
Meet Your Presenter

Ileana Serrano serves as a data dissemination specialist for the U.S. Census Bureau.

She is a veteran of three decennial censuses with 30 years of experience.

She is responsible for building and maintaining relationships with stakeholders in Illinois and Indiana through the dissemination of Census Bureau data and data products.

Ileana conducts data access workshops, webinars and presentations to a variety of organizations to promote a better understanding of Census Bureau products and services. She is available to assist in your Census Bureau data experience.
Meet Your Presenter

Kristina Barrett is a public affairs specialist in the Media Relations Branch of the U.S. Census Bureau’s Public Information Office.

The Public Information Office is responsible for developing messaging for the Census Bureau, and for keeping the media, employees and the public informed of Census Bureau surveys, censuses and programs.

Barrett joined the Census Bureau in 2016 as part of the build-up to the 2020 Census. Now that the census is over, she is a permanent employee who thinks the non-census years are pretty exciting too!

Prior to this, she served in the U.S. Air Force as Public Affairs before retiring in 2015.
Data Dissemination and Training

• **Bring our data experts to you.** Request a free data training for your organization.

• **Receive our Data Gems.** These short “how-to” videos are an easy and quick way to increase your knowledge of Census Bureau data. Get them in your inbox!

• **Get access to our Courses.** You will learn at your own pace with these video tutorials designed for different skill levels.

• **Interact with our instructors via Webinars.** Learn about our data releases and tools while attending these live virtual classes.

Contact us:
Census.askdata@census.gov
1-844-ASK-DATA

Share your ideas and feedback at census.academy@census.gov
Outline

Behind the Scenes:
• Census Bureau data and programs
• Accessing Census Bureau data
• Our newsroom

Live Demo:
• How can I use censusreporter.org
• Navigating the newsroom
• Q&A
Objectives

• Where to find press kits, press releases, tip sheets and news releases.
• Census Bureau embargo policy.
• How to cite Census Bureau data.
• Procedures for securing SMEs and interviews.
• Where and when survey data are released.
• Where to access 2020 Census data.
• How to use American Community Survey (ACS) data.
• What data tools are available.
• Gain insights about our other data tools.
About the U.S. Census Bureau

• The Census Bureau is the federal government’s largest statistical agency.

• Our mission is to serve as the leading source of quality data about America’s people and economy.

• We conduct more than 130 censuses and surveys each year.

• We strive to provide accurate, reliable and timely data to data users, communities and businesses to make informed decisions.
Primary Uses of Decennial Census Data

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

- Draw (redistrict) congressional and state legislative districts, school districts and voting precincts.

- Distribute more than $675 billion federal dollars annually to states.

- Assist federal, tribal, state and local government planning decisions.

- Help inform business and nonprofit organization decisions (e.g., where to locate, size of the market).
What is the ACS?

• Ongoing monthly survey sent to 3.5 million addresses per year
• Data goes back to 2005
• Produces timely data for small areas and population groups previously collected on the decennial long form
• Covers 35+ topics (employment, occupation, veteran status, commuting, etc.) and supports 300+ known federal government uses
• Estimates released annually
• Used in many data tools
• [https://www.census.gov/programs-surveys/acs](https://www.census.gov/programs-surveys/acs)

Key Dates

• ACS 1-Year: September
• ACS 5-Year: December
ACS Period Estimates

1-Year Estimates
• Geographies of 65,000 or more

5-Year Estimates
• All geographies
Available Geographic Areas

- Nation
  - Metropolitan & Micropolitan areas
  - Urban areas
  - Regions
  - American Indian/Alaska Native Areas/Hawaiian homelands
  - Zip Code Tabulation Areas
- States
  - Congressional districts
  - School districts
  - Places
  - Counties
  - Public Use Microdata Areas (PUMAs)
  - Alaska Native regional areas
  - State legislative districts
- Census Tracts
  - Census Blocks
  - Block Groups
- Census Blocks

- 805,000+ geographic areas
- 35,000+ communities
What Topics Are Available?

**SOCIAL**
- Ancestry
- Citizenship
- Citizen voting age
- Population
- Disability
- Educational attainment
- Fertility
- Grandparents
- Language
- Marital status
- Migration
- School enrollment
- Veterans

**DEMOGRAPHIC**
- Age
- Hispanic origin
- Race
- Relationship
- Sex

**ECONOMIC**
- Class of worker
- Commuting
- Employment status
- Food stamps (SNAP)
- Health insurance
- Hours/week, weeks/year
- Income
- Industry & occupation

**HOUSING**
- Computer & internet use
- Costs (mortgage, rent, taxes and insurance)
- Heating fuel
- Home value
- Occupancy
- Plumbing/Kitchen facilities
- Structure
- Tenure (own/rent)
- Utilities
- Vehicles
- Year built/year moved in

United States Census Bureau
Current Population Survey

- One of the oldest, largest and most recognized surveys in the United States
- Primary source of monthly labor force statistics, and monthly demographic statistics on 30+ topics such as:
  - Educational attainment
  - Families and living arrangements
  - Income, poverty and health insurance
  - Mover rates, etc.
- Pop Quiz Question: What is the Current Unemployment Rate?

https://www.census.gov/programs-surveys/cps.html

Key Dates

- Income Poverty Health Insurance: September 13, 2022
- Families and Living Arrangements: November 2022
The Population Estimates Program disseminates official measures of population and housing units between decennial censuses.

- Along with other Census Bureau program data (such as the ACS), the federally mandated estimates help determine the distribution of over $675 billion of federal government spending each year.
- Cover basic population and housing topics supporting:
  - The ACS and other federal surveys (population controls and denominators).
  - Academic and business research.
  - Program planning in the public and private sectors.
- Estimates extend back to 1900.
- Released annually for over 80,000 areas in the United States and Puerto Rico.
- [https://www.census.gov/programs-surveys/popest.html](https://www.census.gov/programs-surveys/popest.html)

Key Dates Vintage 2021
- December 2021: National and State
- April 2022: County and metro/micro areas*
- May 2022: City/towns*
- May 2022: Housing units*
- June 2022: National, state and county demographics*
* denotes embargoed
The Census Bureau produces economic data across the entire economy on a monthly, quarterly, yearly and 5-year basis.

- Economic Indicators—monthly and quarterly snapshots of key sectors within the U.S. economy.
- Annual Business Survey—data on business owner demographics.
- Economic Census—the official 5-year measure of American businesses.
- Census of Governments—the official 5-year measure of the nation's state and local government sector.

www.census.gov/topics/business-economy.html

Pop Quiz Question: Sales of new single-family homes in February 2022 was _____
Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap
- Census Business Builder
- data.census.gov
- Application Programming Interface (API)
- Census Reporter
- Covid-19 Data Hub

census.gov/data/data-tools.html
Covid-19 Data Hub

- Centralizes data and information on population demographics, economic indicators and businesses.

- Impact Planning Report allows users to browse dashboards with demographic and business data for the nation, states and counties.

- Demographic and economic analysis provides selected statistics in an interactive map.

- Highlighted datasets allow users to access even more information in an interactive map that includes data to the census tract level.

- Available at https://covid19.census.gov/
Data Equity Tools

https://www.census.gov/about/what/data-equity/tools.html

Data Tool
Census Business Builder (CBB)
Census Business Builder offers small business owners selected Census Bureau & other statistics to guide their research for opening or expanding their business.

Data Tool
Census Poverty Status Viewer
The application includes poverty data for the population for whom poverty status is determined from the American Community Survey 5-year estimates.

Data Tool
Income and Poverty Interactive Data Tool
An interactive application for exploring data from the Small Area Income and Poverty Estimates (SAIPE) program.

Data Tool
Local Employment Dynamics
This partnership offers a variety of data tools.

Data Tool
Community Resilience Estimates Equity Supplement
The CRE for Equity has three data sources: the Community Resilience Estimates, the American Community Survey, and the Census Bureau’s Planning Database.

Data Tool
Experimental Data Product
Household Pulse Survey
The new Household Pulse Survey is designed to deploy quickly and efficiently collect data on how people’s lives have been impacted by the Coronavirus pandemic.

Data Tool
Opportunity Atlas
Which neighborhoods in America offer children the best chance to rise out of poverty?

Data Tool
Response Outreach Area Mapper (ROAM)
The ROAM application was developed to make it easier to identify hard-to-survey areas.
Pulse Surveys

Household Pulse Survey

The survey asks questions about how education, employment, food security, health, housing, social security benefits, household spending, consumer spending associated with stimulus payments, intention to receive a COVID-19 vaccination and transportation have been affected by the ongoing crisis.

Available on a monthly basis (currently in Phase 3.4).


Small Business Pulse Survey

Provides detailed information on the challenges small businesses are facing during the COVID-19 pandemic, as well as their participation in federal programs such as the Paycheck Protection Program.

Available on a weekly basis (currently in Phase 8).

Access Statistics: https://portal.census.gov/pulse/data/
Infographics and Visualizations

Where Counties are Growing
Percent Change in Population by County: 2020 to 2021

Percent change
Gain of 1.6 or more
0.6 to 1.5
0.1 to 0.5
-0.5 to 0.0
-1.5 to -0.6
Loss of 1.6 or more

Gender Pay Gap
What is the Gender Pay Gap in Your State?
The earnings wage gap by sex in the United States was $6,405 ($6,375). In 2019, the median earnings for men who worked full-time, year-round in the past 12 months was $54,264 ($54,206). In 2019, median earnings for women who worked full-time, year-round in the past 12 months was $47,834 ($47,804).

Pop Quiz Question: 2019 Median Earnings for Full Time Workers (men and women)?
America Counts: Stories Behind the Numbers

• Accessible on our homepage through the library tab or direct link.
• [www.census.gov/AmericaCounts](http://www.census.gov/AmericaCounts)
• America Counts features stories using Census Bureau data that give real-world application and context to the data.
Demo

Navigating Census Reporter

censusreporter.org
Demo

Navigating the Newsroom

www.census.gov
Public Information Office

Visit the Census Bureau’s newsroom at [www.census.gov/newsroom.html](http://www.census.gov/newsroom.html) and signup for media alerts.

Email us for data assistance and interviews requests at [pio@census.gov](mailto:pio@census.gov) or call us at 301-763-3030.
Census.gov Newsroom

• News Releases and Media Advisories
  • www.census.gov/newsroom/press-releases.html

• Press Kits
  • www.census.gov/newsroom/press-kits.html

• Biweekly Tip Sheet
  • www.census.gov/newsroom/tip-sheets.html

• Email Sign Ups
  • www.census.gov/newsroom/subscriptions.html

• Embargoed News Releases
  • www.census.gov/newsroom/releases/archives/embargoed_releases/

• Blogs
  • www.census.gov/about/contact-us/social_media.html

• Media Guide to Covering the Census Bureau
  • https://www.census.gov/newsroom/media-guide.html
Census.gov Newsroom

- Events/Release Schedule
  - www.census.gov/about/event-calendar.html
- Facts for Features
  - www.census.gov/newsroom/facts-for-features.html
- Stats for Stories
  - www.census.gov/newsroom/stories.html
Visit the Census Bureau Newsroom at www.census.gov to sign up for regular updates on census surveys, programs, timeline, data sources and press releases.
Recap

Newsroom

• PIO
• Newsroom
• America Counts
• Infographics and Visualizations
• Accessing the data

Surveys & Programs

• Decennial Census
• ACS
• CPS
• Population Estimates Program
• Economic Programs
• Pulse Surveys
• COVID-19 Data Hub
Pop Quiz Results

Current Unemployment Rate

Unemployment Rate: 3.6% in Mar 2022

https://www.bls.gov/cps/home.htm

Gender Pay Gap

2019 Median Earnings for Full Time Workers:
  - Men: $53,544
  - Women: $43,394


New Residential Sales

Sales of new single-family houses in February 2022 were at a seasonally adjusted annual rate of 772,000.

https://www.census.gov/construction/nrs/


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THANK YOU!