Your Community
By the Numbers
Census Data for Community Development

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Presenter:
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U.S. Census Bureau, Data Dissemination and Training Branch
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Meet Your Instructor

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Data Dissemination and Training Branch
Customer Liaison & Marketing Services Office

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- **Data Dissemination Specialist** since 2008. Based out in Atlanta. Currently covers GA and MS.
- Works widely with many organizations throughout the Atlanta Region (AL, FL, GA, LA, MS, NC, and SC). Frequent guest speaker at local government events, academic symposiums, business conferences and expos, etc., in conducting Census data presentations, workshops, and outreach.
- Serves as Chair of Board of Directors for Boat People SOS-Atlanta, a national nonprofit community-based organization.
- Received the Community Champion Award, recognized by the GA Asian Complete Count Committee and presented by the late Congressman John Lewis in 2011.
Outline

• America Counts: Stats for Stories
• Key Census Programs and Surveys
• Key Census Data Tools and Apps

Live Demo:
• data.census.gov
Key Demographic Trends

More Than Half of U.S. Counties Were Smaller in 2020 Than in 2010

Around Four-Fifths of All U.S. Metro Areas Grew Between 2010 and 2020

U.S. Adult Population Grew Faster Than Nation's Total Population From 2010 to 2020

Housing Growth Highest in Urban Cores of Fast-Growing Metros
Decennial Census

- Every 10 years
- 100% or Complete Data
- Point in Time
- Available at Block Level
- Official Population Count

- Age
- Sex
- Relationship
- Hispanic or Latino Origin
- Race and Ethnicity
- Number of People Living in Housing Unit
- Housing Tenure
United States Census 2020

2020 Census Results
Historical Apportionment Data Map

United States Census 2020

Historical Apportionment Data Map (Interactive) (census.gov)
2020 Census
Demographic Data Map Viewer

United States Census 2020

Zooming into State or County or Tract
Exploring Data by Race / Ethnicity
Hispanic Origin
Measuring Diversity

- **Diversity Index (DI)** measures the probability that two people chosen at random will be from different racial and ethnic groups.

- **Prevalence Ranking** shows the most common group in an area, from largest percentage of race or ethnic group, second-largest group, and third-largest group.

- **Diffusion Score** measures the percentage of the population that is not in the first-, second- or third-largest racial and ethnic groups combined.

Racial and Ethnic Diversity in the U.S.: 2010 Census and 2020 Census
Top 5 Household Surveys

• American Community Survey (ACS)
• Current Population Survey (CPS)
• Household Pulse Survey (COVID-19)
• National Crime Victimization Survey (NCVS)
• National Health Interview Survey (NHIS)
American Community Survey

- 3.54 million households
- Characteristics and trends of population and housing
- Estimates for small areas and small population groups

American Community Survey Data (census.gov)

Understanding and Using American Community Survey Data: What All Data Users Need to Know (census.gov)
## ACS Data Topics & Availability

### The American Community Survey
#### Availability of Data Products

<table>
<thead>
<tr>
<th>Estimated Population of Geographic Area</th>
<th>1-Year Estimates</th>
<th>1-Year Supplemental Estimates</th>
<th>5-Year Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>65,000 or more</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>20,000 to 64,999</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Less than 20,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Typical Release Date (Occurs in the calendar year after data collection)</td>
<td>September</td>
<td>October</td>
<td>December</td>
</tr>
</tbody>
</table>

ACS Information Guide (census.gov)
Geographic Entities in the ACS

Difference Between ACS and Decennial

ACS Information Guide (census.gov)
### American Housing Survey

#### Basic Count / Estimates
- Housing Units
- Living Quarters

#### Physical Characteristics
- Bedrooms
- Building Materials
- Computer Availability
- Internet Access
- Cooking Fuel
- Heating and Airconditioning
- Plumbing Facilities

#### Occupancy Characteristics
- Age, Race, Ethnicity of Householder
- Household size and type
- Occupancy and Vacancy status
- Owner/Renter
- Vehicles Available
- Year Householder Moved Into Unit

#### Financial Characteristics
- Rent
- Mortgage status
- Real Estate Taxes
- Utilities
- Value of Home
Economic Census

- Authorized under Title 13 U.S.C. Section 131 to take, compile, and publish censuses of manufactures, of mineral industries and of other businesses every fifth year
- Response is required by law
- Conducted every 5 years, on the years ending in “2” and “7”
- Coverage of 18 industrial NAICS sectors, and 950+ NAICS industries

- 950 detailed industries
- 18 industrial sectors
- Total of business establishments
- Value of sales, shipments, receipts, revenue
- Business activity
- Number of employees
- Annual payroll
- Demographic characteristics of business owners
- Workforce
**Health Statistics**

- **Annual Capital Expenditures Survey (ACES)**
  Provides estimates on business spending for new and used structures and equipment.

- **Disability**
  The Census Bureau collects data on disability primarily through the American Community Survey (ACS) and the Survey of Income and Program Participation (SIPP).

- **Enhancing Health Data (EHealth) Program**
  Research program that identifies existing gaps in federal statistics which can be filled by enhancing health records with unique Census Bureau data assets.

- **Fertility**
  Information about the fertility of American women both for the nation as a whole as well as for individual states and lower level geography.

- **Health Care and Social Assistance**
  Collected data on health care industries using three surveys: the Economic Census, the Annual & Quarterly Services, and the County Business Patterns.

- **Health Insurance**
  The Bureau collects health insurance data using three national surveys: CPS ASEC, ACS, and SIPP.

- **HIV/AIDS**
  Information from scattered small-scale surveys on the AIDS pandemic and HIV seroprevalence (infection) in population groups in developing countries.

- **Small Area Health Insurance Estimates (SAHIE)**
  The Small Area Health Insurance Estimates (SAHIE) program produces single-year estimates of health insurance coverage for every county in the U.S.
Covid-19 Demographic and Economic Resources

State Covid-19 Impact Planning Report
Texas (FIPS 48)

Population 65 and Older

Key Facts
- Total Population: 28,260,856
- Total Households: 9,691,647
- Average Household Size: 2.85
- Median Age: 34.6
- Internet Access: 82.1%

Businesses
- Total Employers: 600,747
- Total Employees: 10,794,596
- Total Annual Payroll: $577,914,267
- Yearly Accommodation and Food Services Sales: $774,369,383
- Year Employment: 2,514,301
- Total Non-Employer Revenue: $125,732,770
- Poverty: 11.2%

Occupation by Sex
- Community & Social Services: Females
- Education, Training & Library: Males
- Healthcare Practitioners & Technicians: Females
- Healthcare Support: Males
- Legal: Females
- Life, Physical & Social Science: Males

Counties Covid-19 Impact Planning Report
Harris, Texas (FIPS 48201)

Population 65 and Older

Key Facts
- Total Population: 4,646,630
- Total Households: 1,605,368
- Average Household Size: 2.87
- Median Age: 33.5
- Internet Access: 83.8%

Businesses
- Total Employers: 103,417
- Total Employees: 2,057,494
- Total Annual Payroll: $136,025,727
- Yearly Accommodation and Food Services Sales: $137,795,277
- Year Employment: 456,877
- Total Non-Employer Revenue: $22,852,468
- Poverty: 4.9%

Occupation by Sex
- Community & Social Services: Females
- Education, Training & Library: Males
- Healthcare Practitioners & Technicians: Females
- Healthcare Support: Males
- Legal: Females
- Life, Physical & Social Science: Males

US Demographic and Economic Data At A Glance

Sign up here to stay connected. Your feedback would be greatly appreciated.
Exploring Census Data Made Easy

Data Tools and Apps

Find information using interactive applications to get statistics from multiple surveys.

Data Tool
2020 Census Address Count Listing Files Viewer
This application was developed to supplement the Address Count Listing files. The files include housing unit and group quarters counts by census block.

Data Tool
2020 Census Response Rate Map
Are you curious about how many people in your community are responding to the 2020 Census? Stay up to date with a map of response rates from across the U.S.

Data Tool | June 25, 2019
2020 Census: In-Field Address Canvassing (IFAC) Viewer
This map application shows the percentage of basic collection units (BCUs) and housing units (HUs) in the Self-Response Type of Enumeration Areas.

census.gov/data/data-tools.html
My Community Explorer

This tool can help measure inequality, identify underserved communities, and inform data-based solutions. Data includes:

Community Resilience Estimates (CRE)
Measuring the capacity of individuals and households ability to absorb the external stresses of the impacts of a disaster.

American Community Survey (ACS)
Including selected demographic and socioeconomic statistics at the state, county and census tract levels.

County Business Patterns (CBP)
Including selected business statistics

Nonemployer Statistics (NES)
Including selected statistics on self-employed persons
Community Resilience Estimates

The CRE track how at-risk every neighborhood in the United States is to the impacts of a disaster. The CRE data are used to measure the capacity of individuals and households to absorb the external stresses of the impacts of a disaster.
Census Business Builder

- Open or expand small business
- Easy to use, customer-focused
- Economic and demographic data viewable in a map, report, or table
- Trend charts to identify changes over time
- Compare data to neighboring counties, state, and national averages.
- Downloadable and printable business reports
Live Demo: data.census.gov
CEDSCI - Center of Enterprise Dissemination Services and Consumer Innovation

Explore Census Data
Learn about America's People, Places, and Economy

Find Tables, Maps, and more...

Try searching for poverty in Georgia in 2017
Get in Touch with Us

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