SCAG – 32nd Annual Demographic Workshop

Accessing Census Data to Understand Local Communities

June 8, 2021

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Data Dissemination and Training Branch

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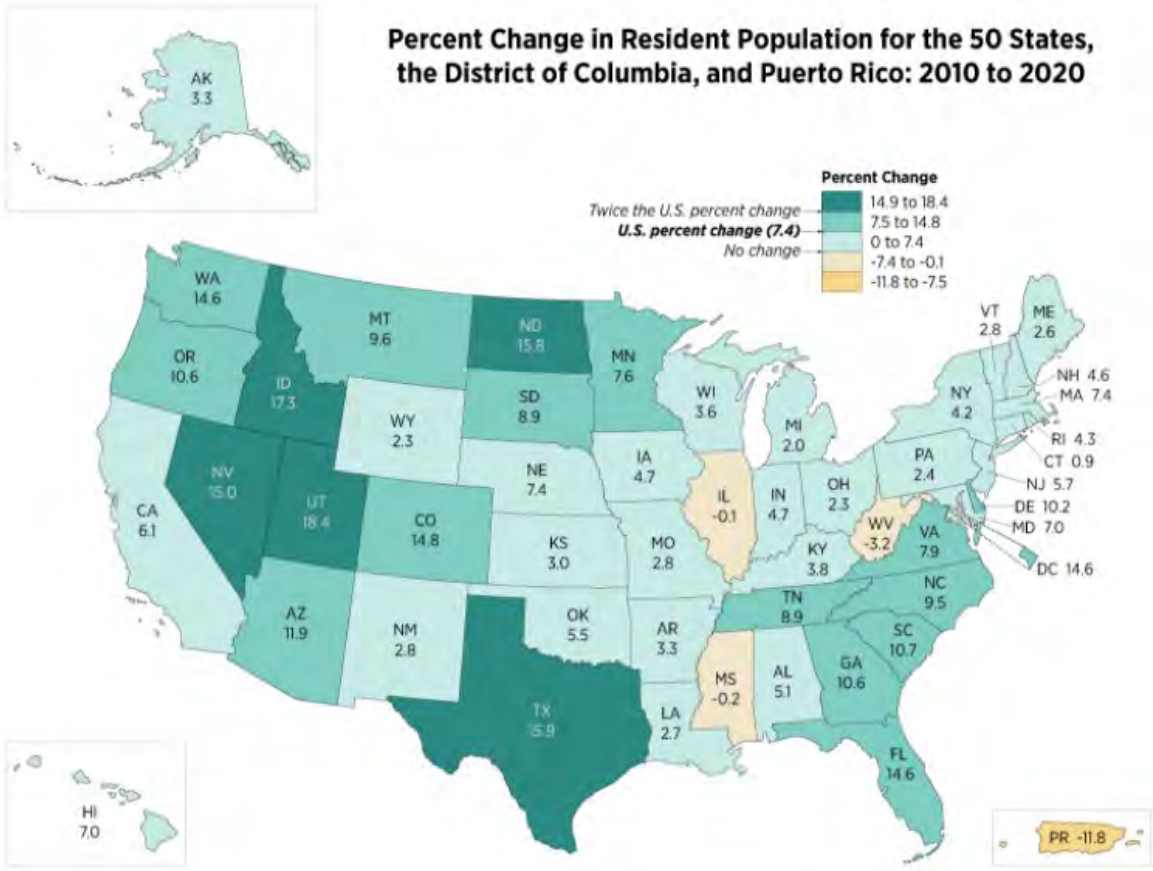
Objectives

- Learn about major Census surveys, programs, and products
- Learn about popular data tools
- Learn how to access and navigate data tool: data.census.gov
- Learn more about census.gov and request customized presentations or workshops



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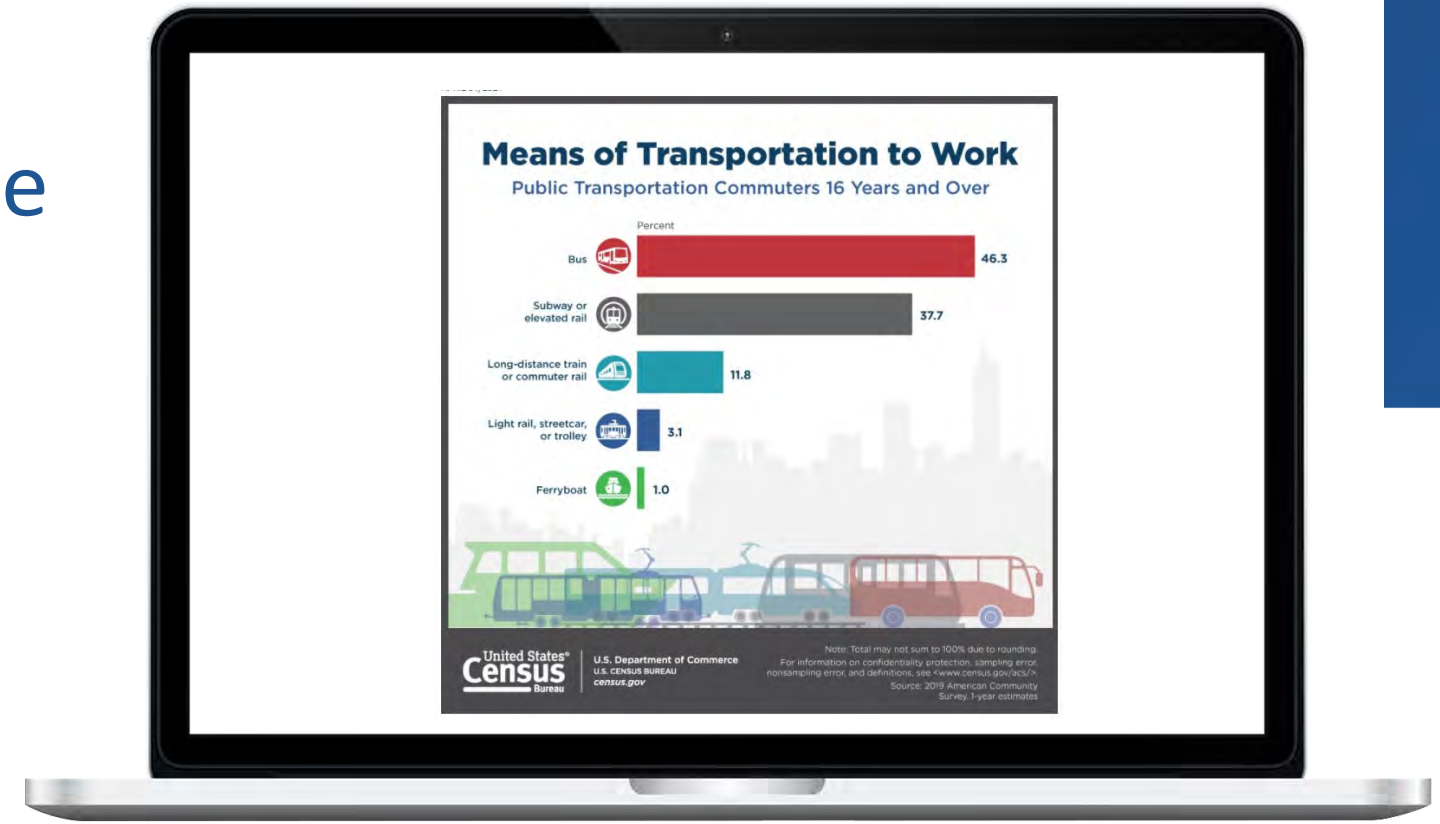
Agenda

Behind the Scenes

- ✓2020 Census Update
- ✓Data Products
- ✓Data Tools
- ✓Resources

Live Demo:

- ✓data.census.gov



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2020 Census

Apportionment data was released on April 26, 2021

Link to full news release: https://www.census.gov/newsroom/press-releases/2021/2020-census-apportionment-results.html

- The U.S. Census Bureau announced that the 2020 Census shows the resident population of the United States on April 1, 2020, was 331,449,281.

- The U.S. resident population represents the total number of people living in the 50 states and the District of Columbia. The resident population increased by 22,703,743 or 7.4% from 308,745,538 in 2010.
- Individual state populations are now available on Census.gov. **See interactive tool.**

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2020 Census

Redistricting Data: Current schedule by August 16, 2021

https://www.census.gov/newsroom/press-kits/2021/2020-census-redistricting.html

- Information states need to redraw or “redistrict” their legislative boundaries.
- Redistricting data includes block-level counts of the population by:
  - Race
  - Ethnicity (Hispanic or Latino origin)
  - Voting age
  - Housing occupancy status
  - Group quarters population
  - The full redistricting data with toolkits for ease of use will be delivered by September 30. The Census Bureau will notify the public prior to releasing the data.

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About the U.S. Census Bureau

Our mission is to serve as the nation's leading provider of quality data about its people and economy.

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- ✓ **The federal government's largest statistical agency.**
- ✓ **More than 100 censuses and surveys conducted 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**

Did You Know?

- **Statistics in Schools Program**

Fun Facts: Father's Day – June 20

History of Father's Day

The idea of Father's Day was conceived more than a century ago by Sonora Dodd of Spokane, Washington. Dodd wanted a special day to honor her father, William Smart, a widowed Civil War veteran who was left to raise his six children on a farm.

June 19 was chosen for the first Father's Day celebration in 1910. Father's Day has been celebrated annually since 1972 when President Richard Nixon signed the public law that made it permanent.

Why do golfers carry an extra pair of socks?

In case they get a hole in one!

Gift Ideas for Dad

- **20,000** - The number of sporting goods stores in 2019. These stores are good places to purchase traditional gifts for dad, such as fishing rods and golf clubs.
- **15,000** - The number of hardware stores in 2019, a place to buy hammers, wrenches, screwdrivers, and other items high on the list of Father's Day gifts. Additionally, there were **6,000** home centers across the country in 2019.
- **7,000** - The number of men's clothing stores across the country in 2019, a good place to buy dad a tie or shirt.

Services for Dad

- **108,000** - The number of businesses that provide landscaping services nationwide in 2019.
- **82,000** - The number of general automotive repair businesses nationwide in 2019.
- **6,000** - The number of barber shops with paid employees nationwide in 2019.

Fathers by the Numbers

72 million*
The estimated number of fathers across the nation.

29 million*
The number of fathers who are also grandfathers.

24 million
The number of fathers living in married-couple family groups with own children younger than age 18 in 2020.

2 million
The number of single fathers (without a spouse or partner present) in 2020 living with their children under age 18.

20%
The percent of single parents in 2020 that were men.

215,000
The estimated number of stay-at-home dads in 2020.

*2014 is the most recent year for which these data are available.

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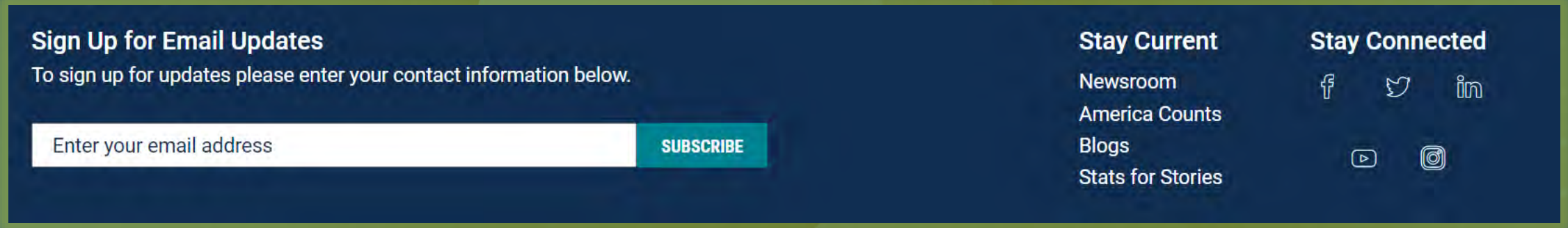
census.gov/schools/

Stay Connected

- ✓ Visit census.gov
- ✓ Scroll to Bottom of Page
- ✓ Sign-Up for Email Updates



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1. Data Products

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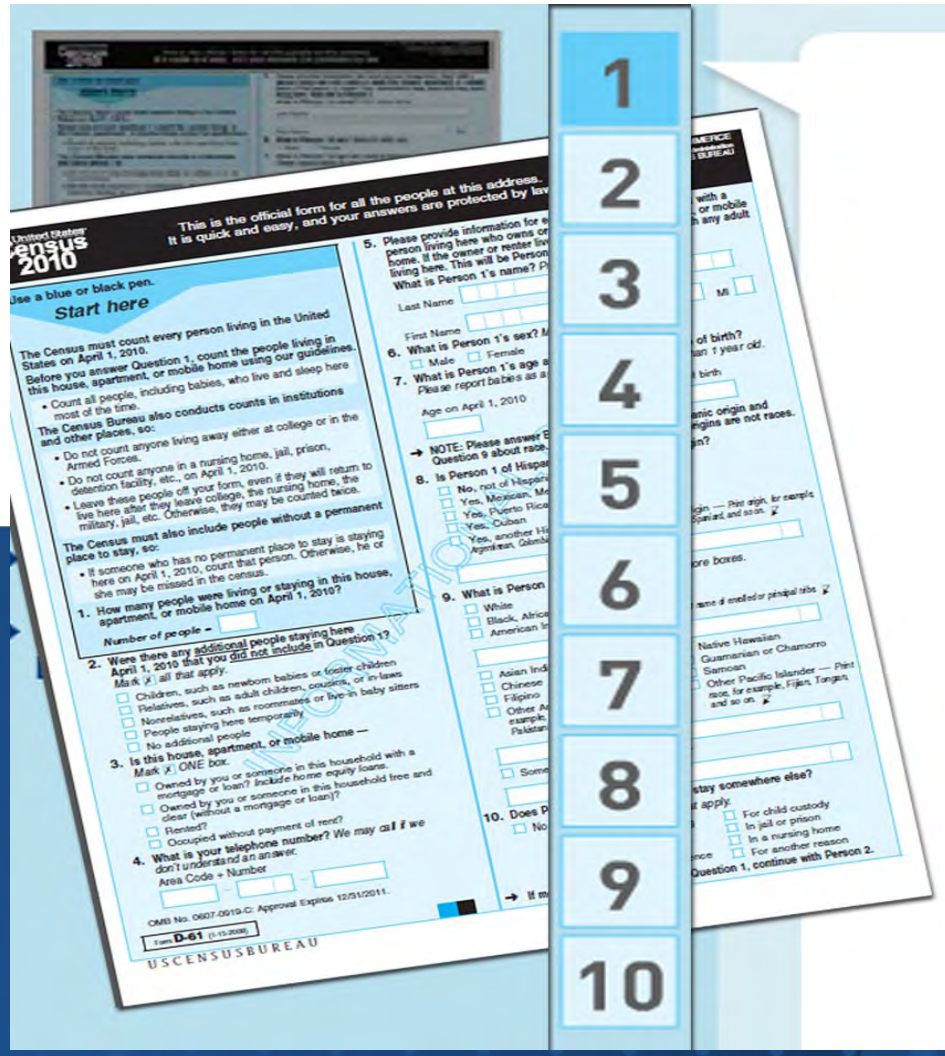
Decennial Census Topics



Basic Demographics

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

❖ Data Available at Block Level

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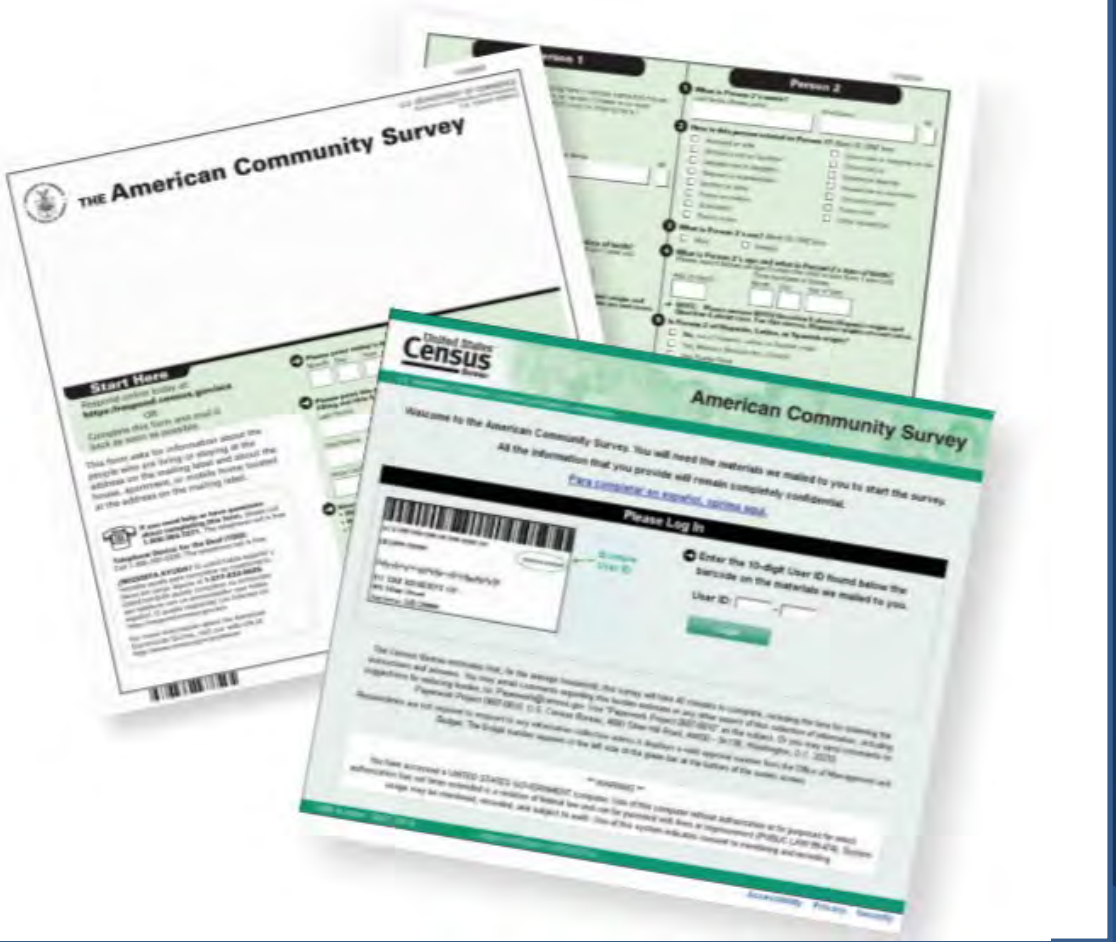
American Community Survey



- ✓ Ongoing Survey
- ✓ Sent to 3.5 million Addresses Per Year
- ✓ Produces Detailed Population and Housing Estimates Each Year
- ✓ Produces Critical Information on Small Areas and Small Population Groups
- ✓ Covers 35+ Topics and Supports Over 300 Known Federal Government Uses
- ✓ Learn more at census.gov/acs

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Demographic Characteristics

- Age
- Sex
- Race
- Hispanic Origin

(Items in RED were also collected on the 2010 & 2020 Census)

Social Characteristics

- Education
- Marital Status
- Fertility
- Grandparent Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry / Tribal Affiliation

Housing Characteristics

- Tenure (Rent/Own)
- Occupancy
- Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/ Monthly Rent

Economic Characteristics

- Income
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work

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American Community Survey History

1940-2000	• Decennial Census: Short Form & Long Form
2005	• American Community Survey Replaces Decennial Long Form
2010 and 2020	• Decennial Census: Short Form Only

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Differences Between Decennial Census and ACS

Census	ACS
Every 10 Years	Yearly
100 Percent Data	Sample Data (3.5 million year/291K monthly)
Official Count	Estimates (trends/comparisons)
Point In Time (April 1st)	Period of Time (1-Year and 5-Year)

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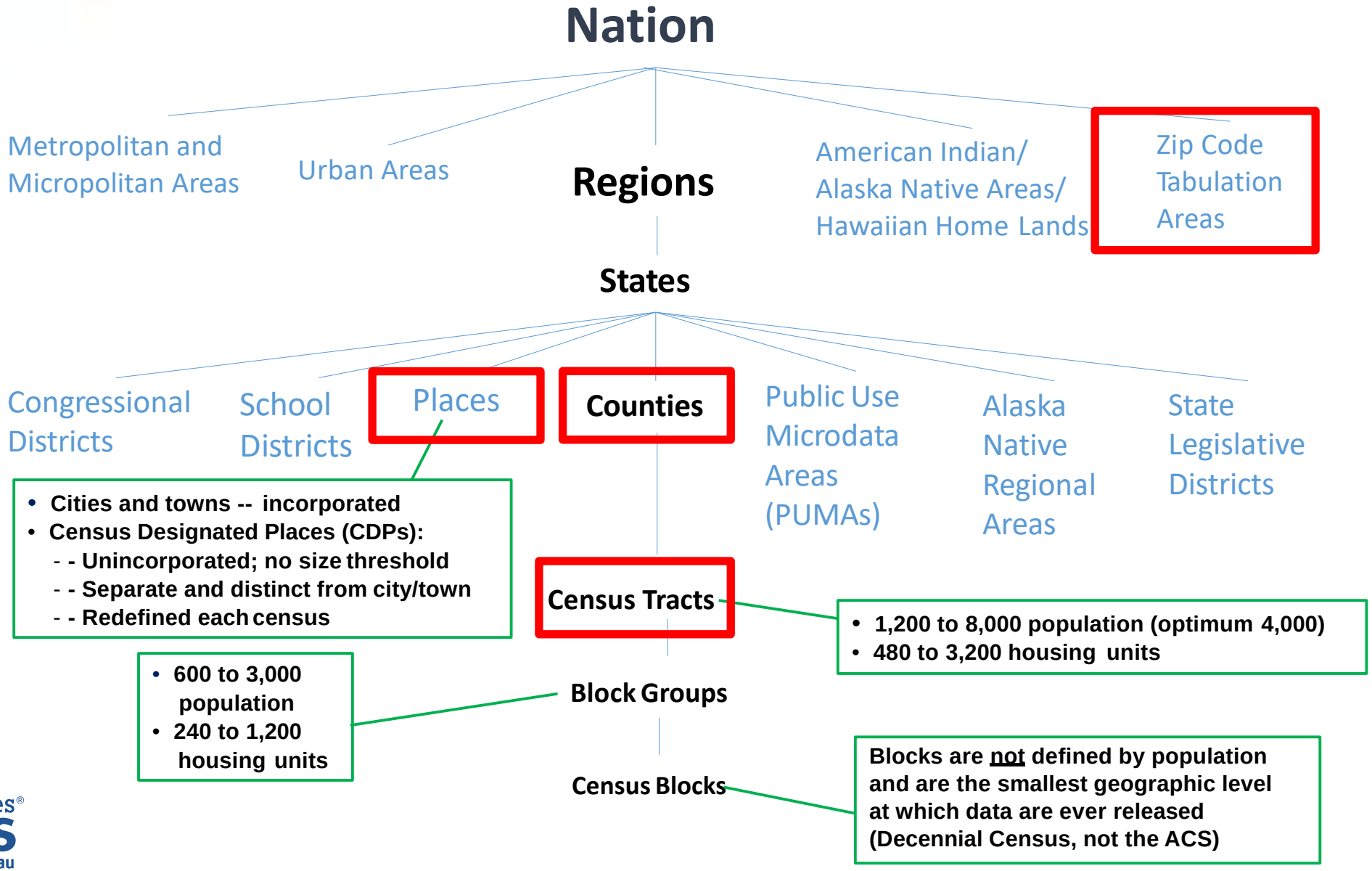
Selected Census Geographic Concepts



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Population Estimates

- Up-to-date population numbers between decennial censuses.
- Population counts for nation, state, counties, and incorporated places.
- Housing unit totals available at national and state levels.
- 2020 Population Estimates available on a flow basis through 2021.
  - Used mainly for research purposes

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Key Dates Vintage 2020

- December 2020: National and State
- Early May 2021: County and Metro/Micro Areas
- Late May 2021: City/towns
- Late May 2021: Housing Unit Counts
- June 2021: National, State and County Demographics

Population and Housing Unit Estimates by Type and Geography

Estimate Type	U.S.	States	Metro/ Micro Statistical Areas	Counties	Cities and Towns	Puerto Rico	Puerto Rico Municipios
Total Resident Population	X	X	X	X	X	X	X
Components of Change (Births, Deaths, Net Migration)	X	X	X	X		X	
Population Characteristics (Age, Sex, Race, Hispanic Origin)*	X	X		X		X	X
Monthly Population (Five Universes**)	X						
Housing Units	X	X		X			

* Includes state civilian population by age and sex
** Resident, resident plus Armed Forces overseas, civilian, civilian noninstitutionalized, household

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2. Data Tools

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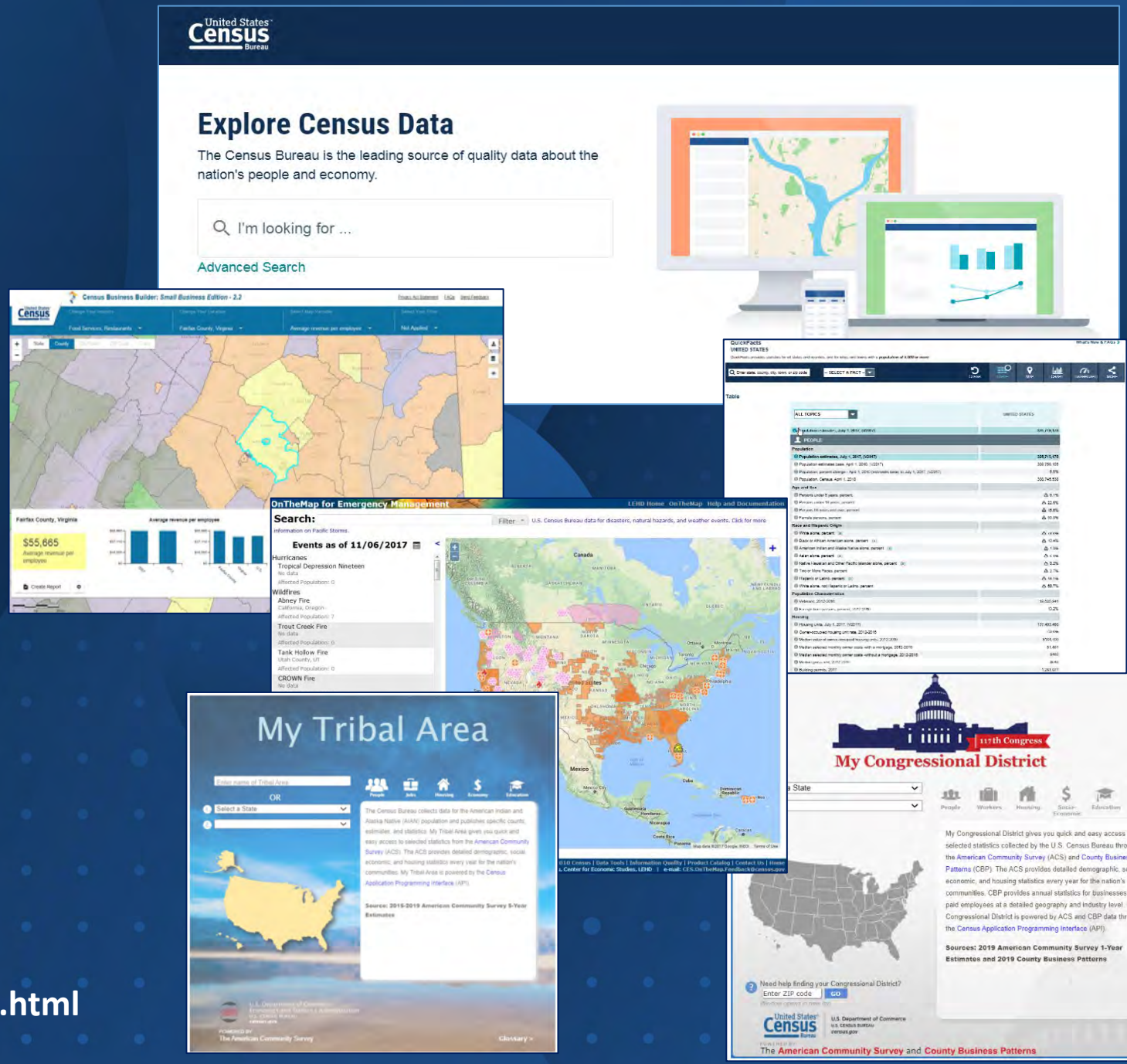
Popular Data Tools

- QuickFacts
- Census Business Builder
- Local Employment and Housing Dynamics (LEHD)
- COVID-19 Data Hub
- My Congressional District
- Application Programming Interface (API)
- TIGER/Line Shapefiles
- data.census.gov



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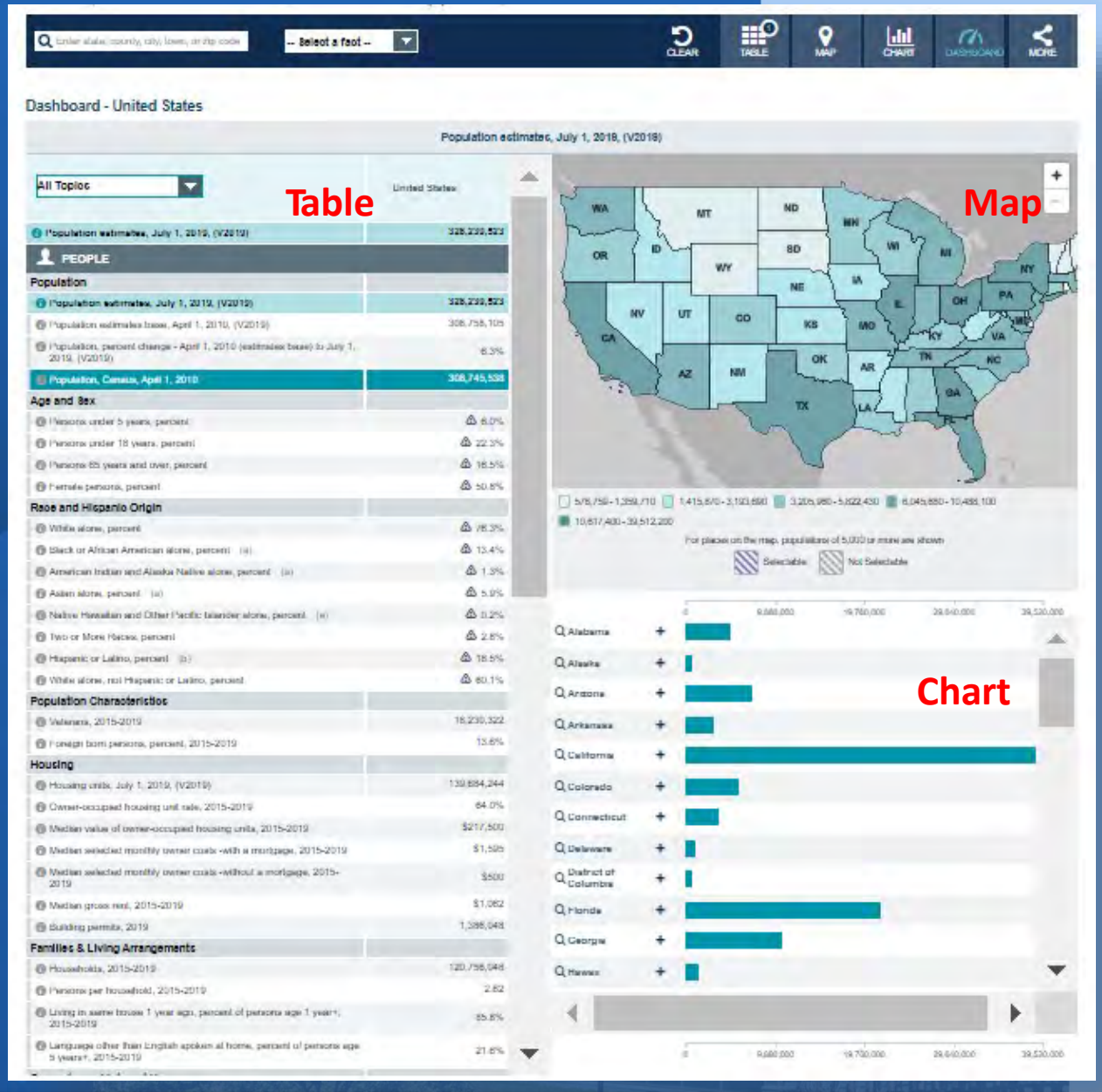
census.gov/data/data-tools.html

QuickFacts

Statistics for all states and counties, and for cities and towns with a ***population of 5,000 or more***.

- **Compare up to Six Geographies Side-by-Side**
- **View Data through Tables, Maps and Charts**
- **Share, Embed and Download**



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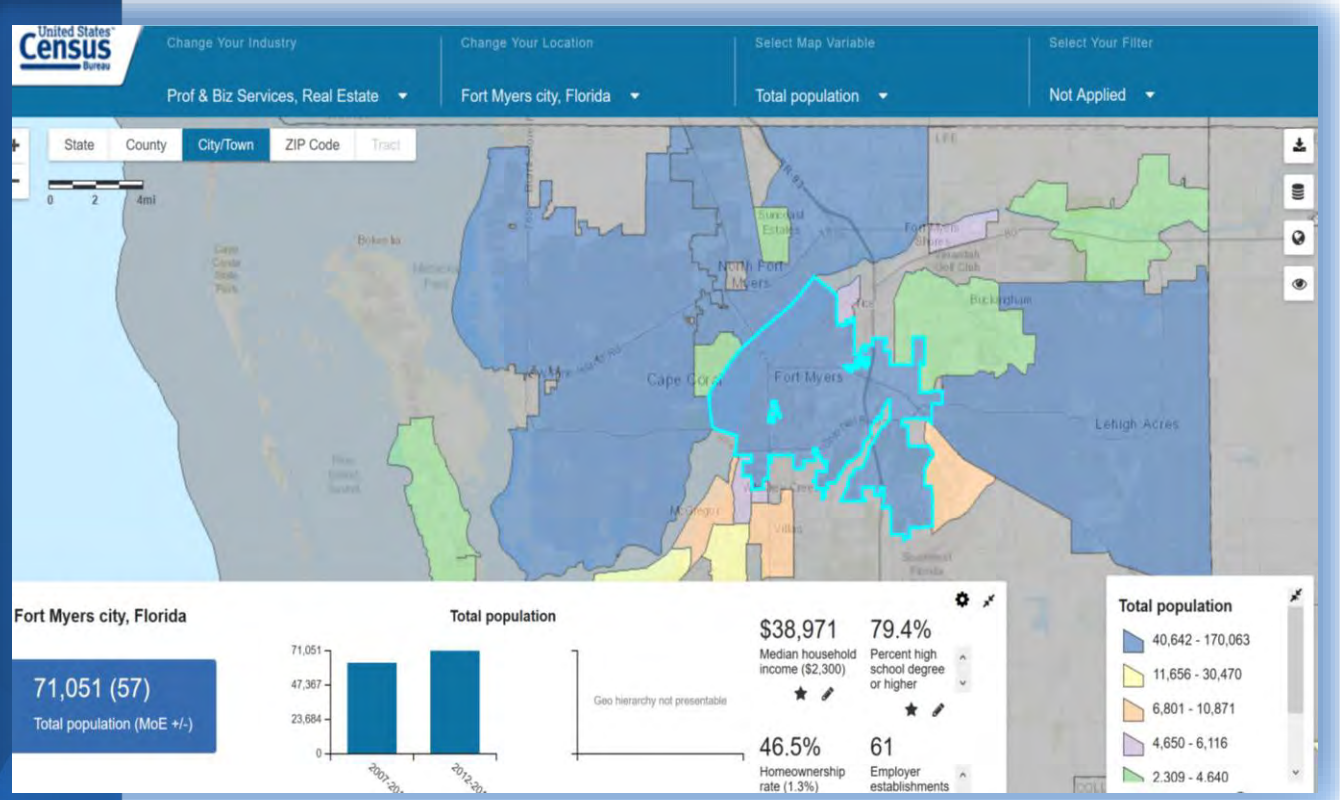
census.gov/quickfacts

Census Business Builder

- 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

census business builder Small Business Edition

census business builder Regional Analyst Edition



census.gov/data/data-tools/cbb.html

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Local Employment and Housing Dynamics (LEHD)

OnTheMap

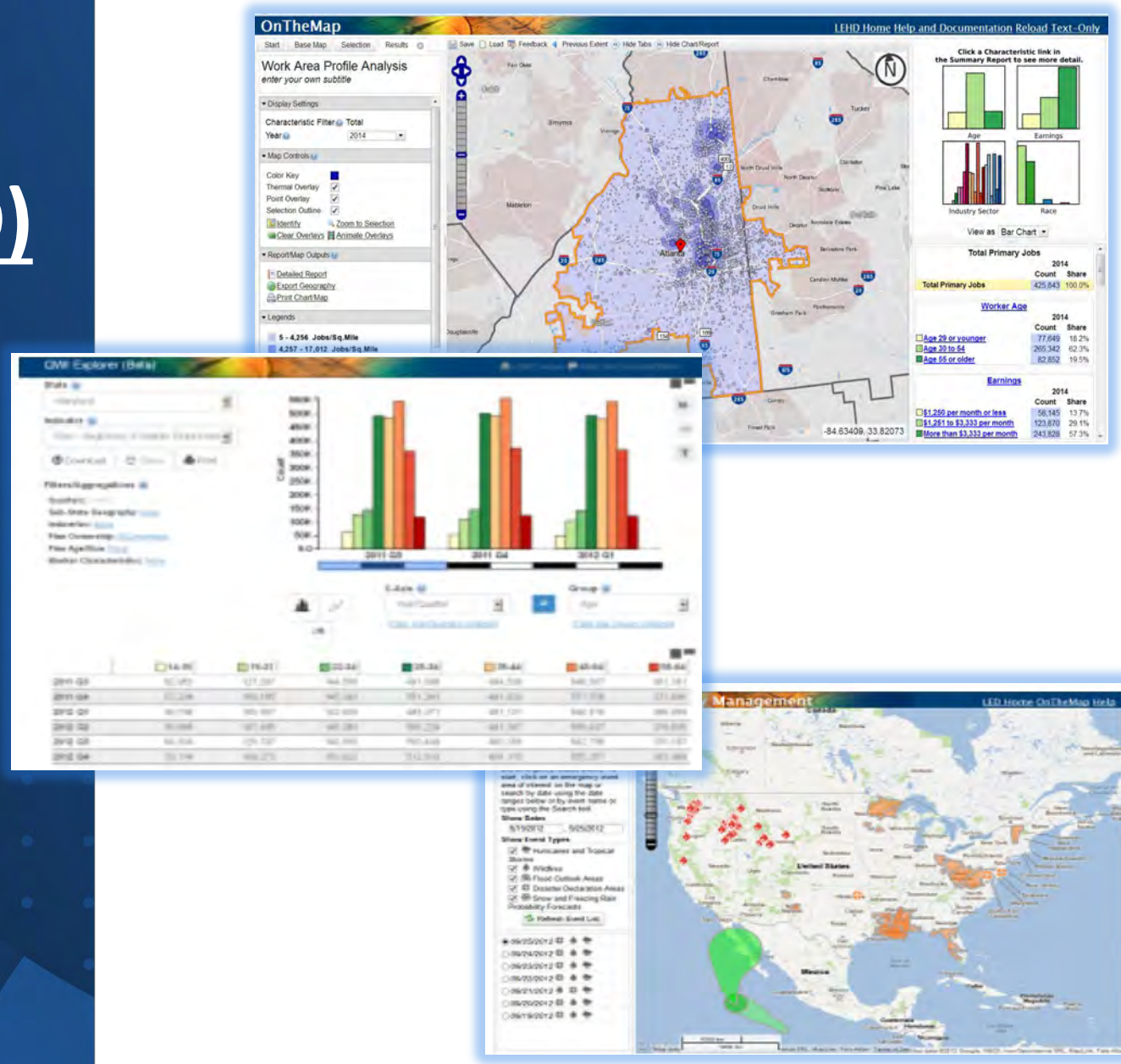
- Where Workers Live and Where Workers Work

QWI Explorer

- Quarterly Workforce Indicators (QWI) dataset through charts, maps and interactive tables

OnTheMap for Emergency Management

- Population and workforce statistics, in real time, for areas being affected by natural disasters



lehd.ces.census.gov/applications/

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Covid-19 Recourse Hub

- Impact Reports
- New COVID19 Surveys and Estimates (Experimental)
  - Business Formation Statistics
  - International Population Data
  - Community Resilience Estimates
  - Weekly Small Business Pulse Survey*
  - Selected Monthly State Sales Tax and Collections
  - Weekly Household Pulse Survey*
  - Monthly State Retail Sales
- Demographic and Economic Analysis (9 Maps)
- Highlighted Datasets
- Additional Federal Agency and Other Datasets

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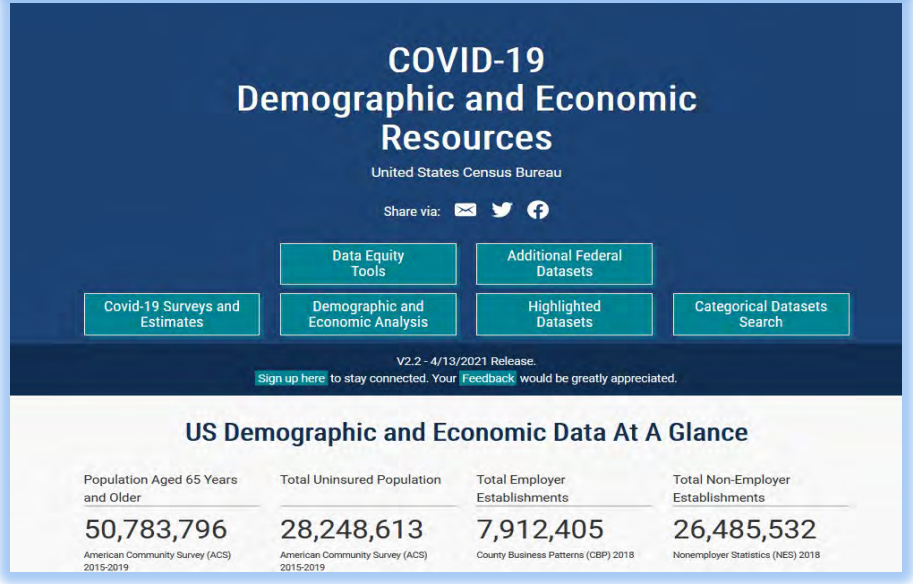
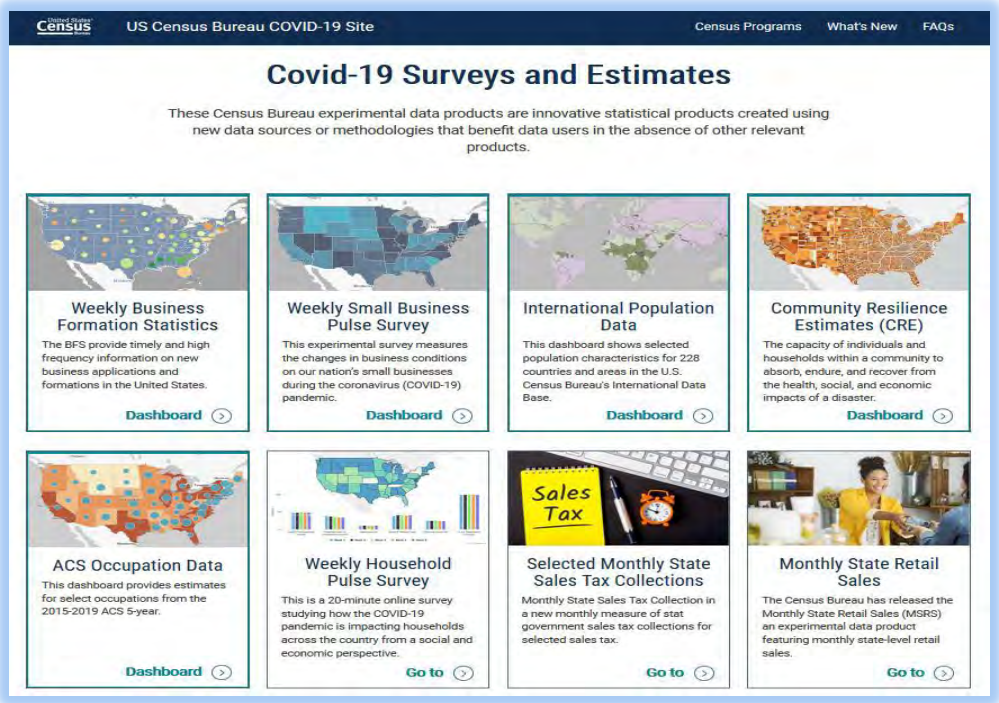
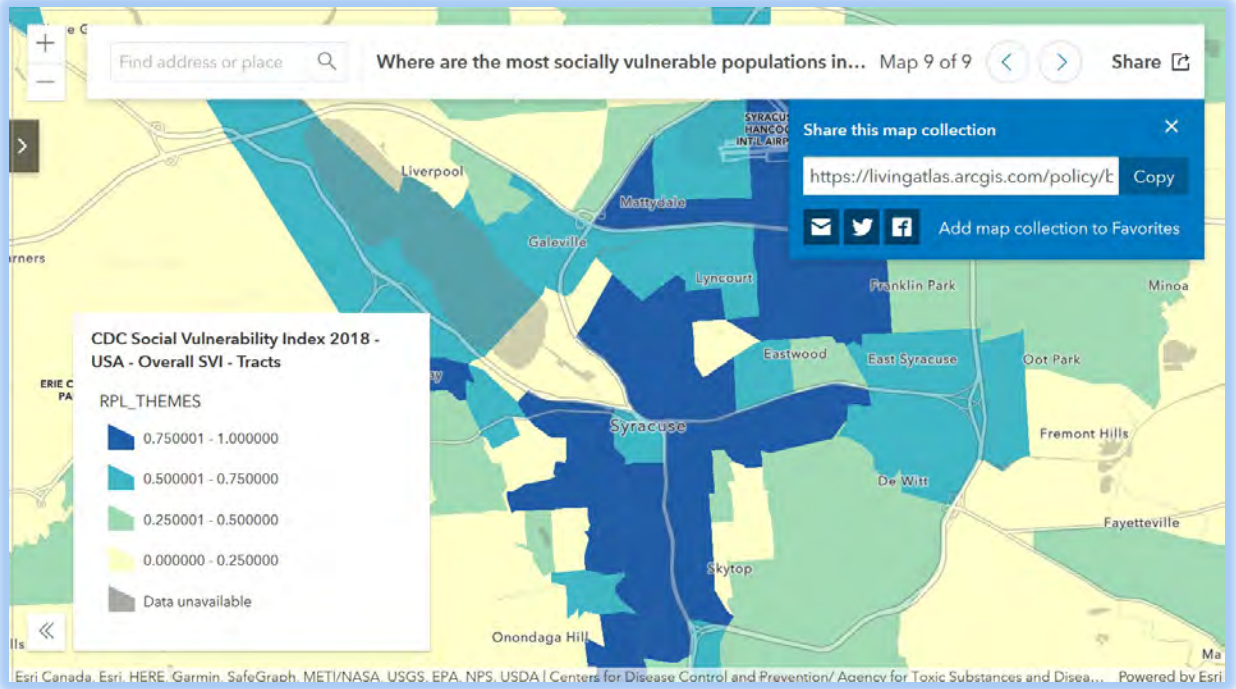
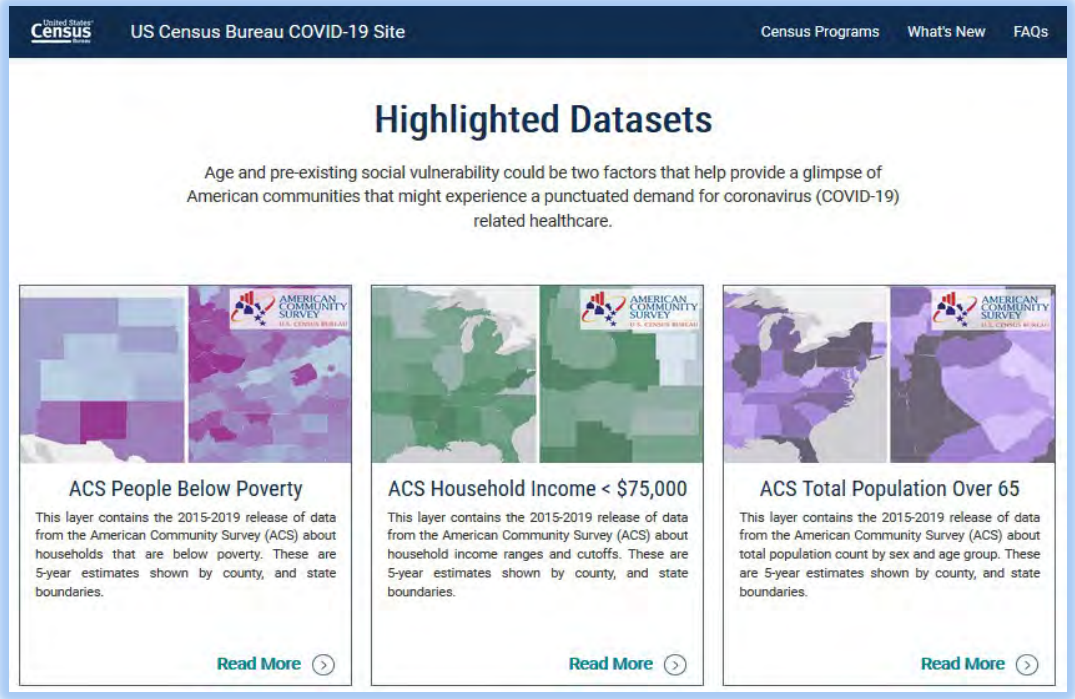


covid19.census.gov







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covid19.census.gov

My Congressional District

Quickly access Census data for your Congressional District

- **Detailed Demographic, Social, Economic and Housing Statistics**
- **Easily Download data for one Congressional District or all Districts within a State**
- **Enter a Zip Code to Identify Congressional District**

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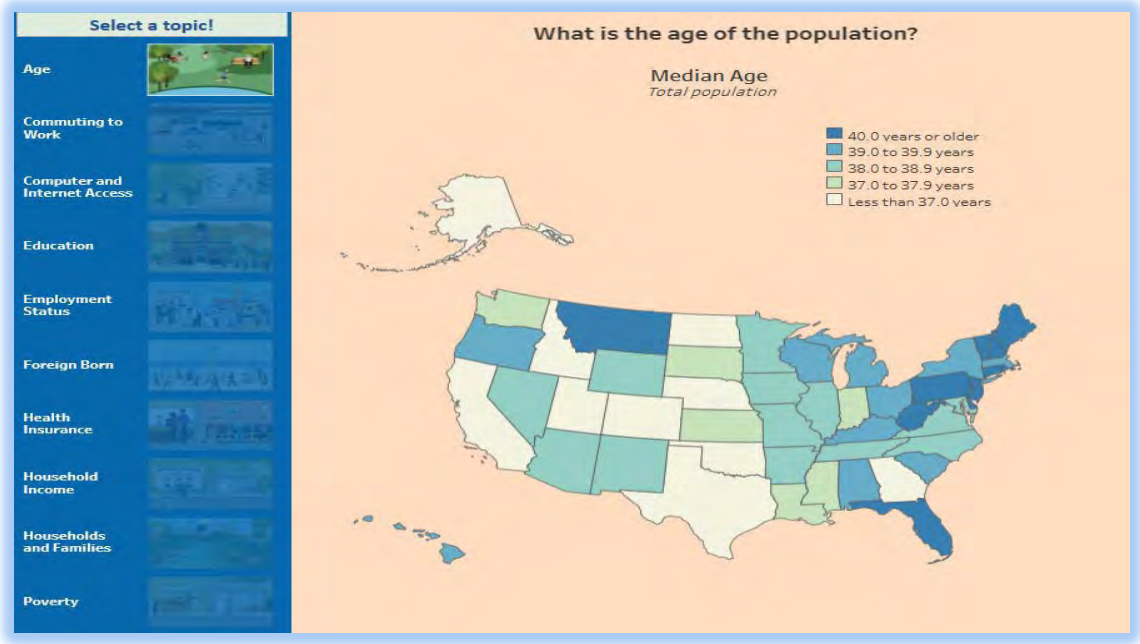
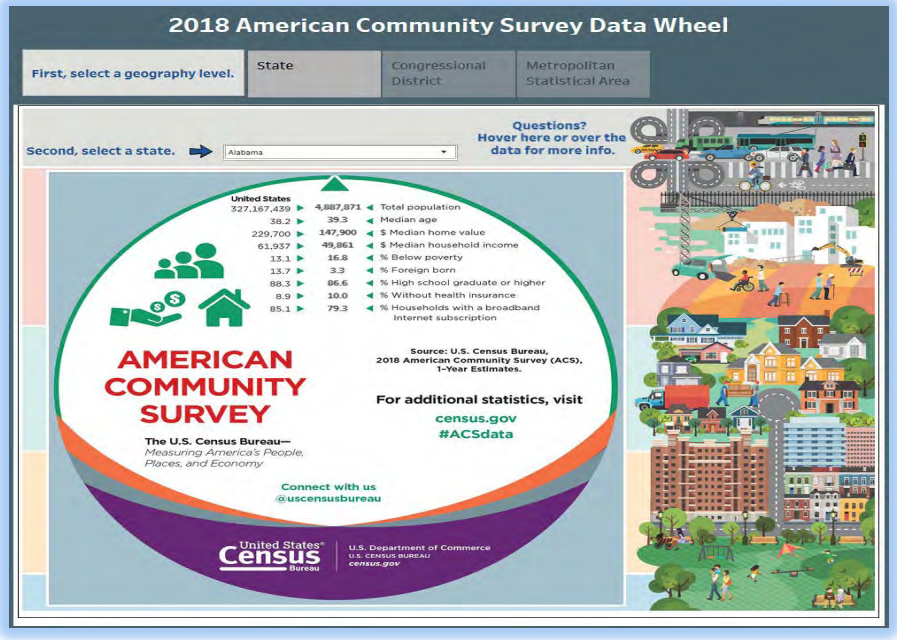
census.gov/mycd

Application Programming Interface (API)

The API lets developers customize Census Bureau statistics into web or mobile apps that provide users quick and easy access from an increasing pool of publicly available datasets





census.gov/data/developers.html

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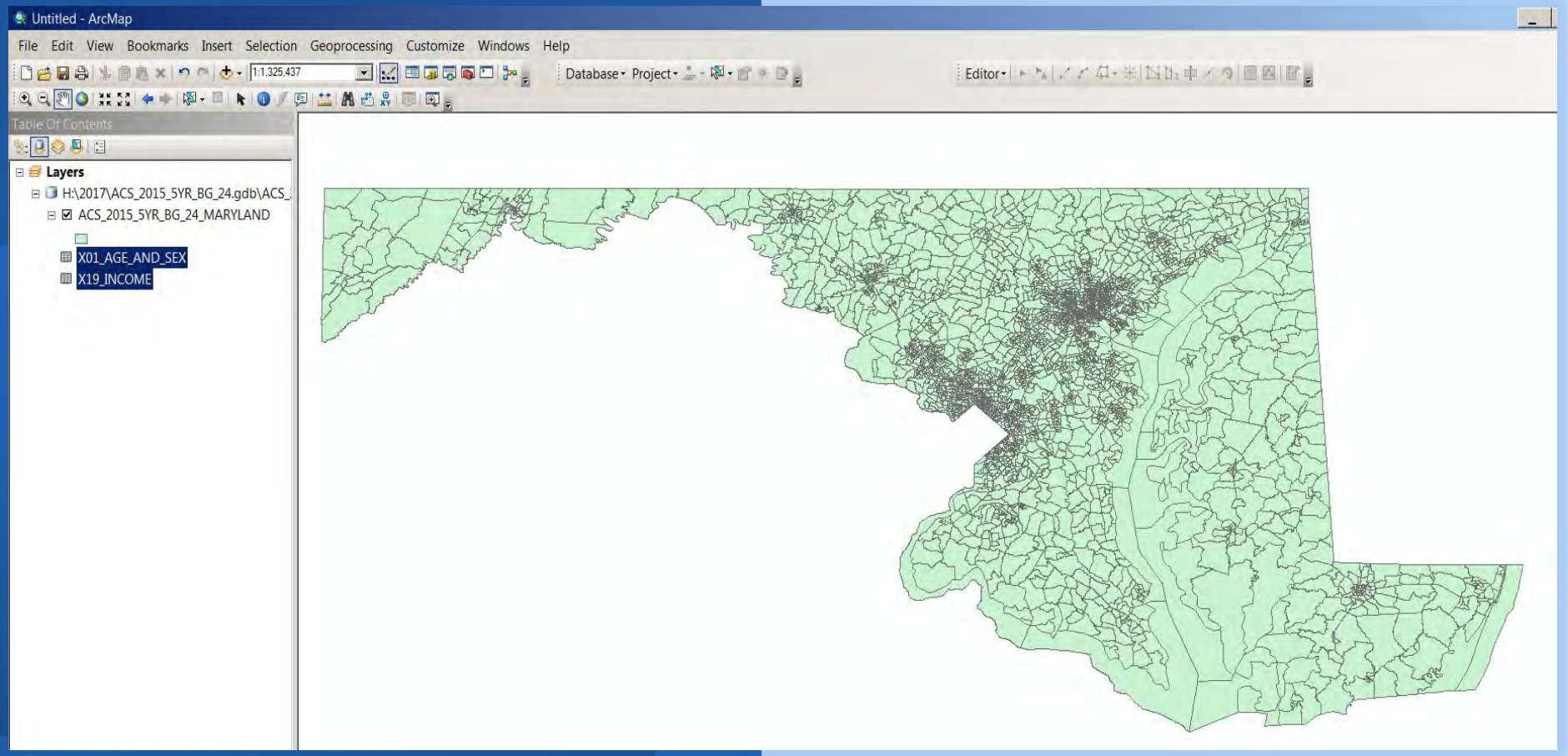
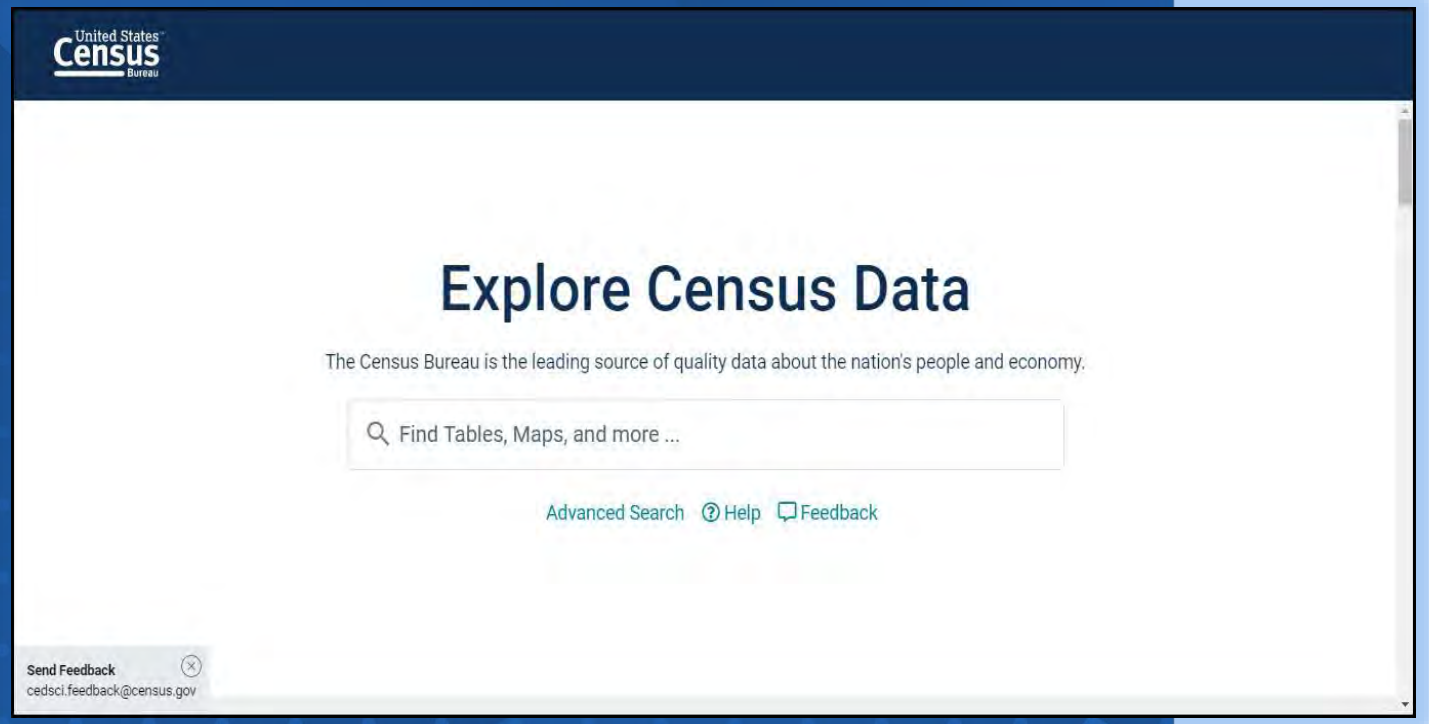
TIGER/Line Shapefiles With Selected Demographic Data

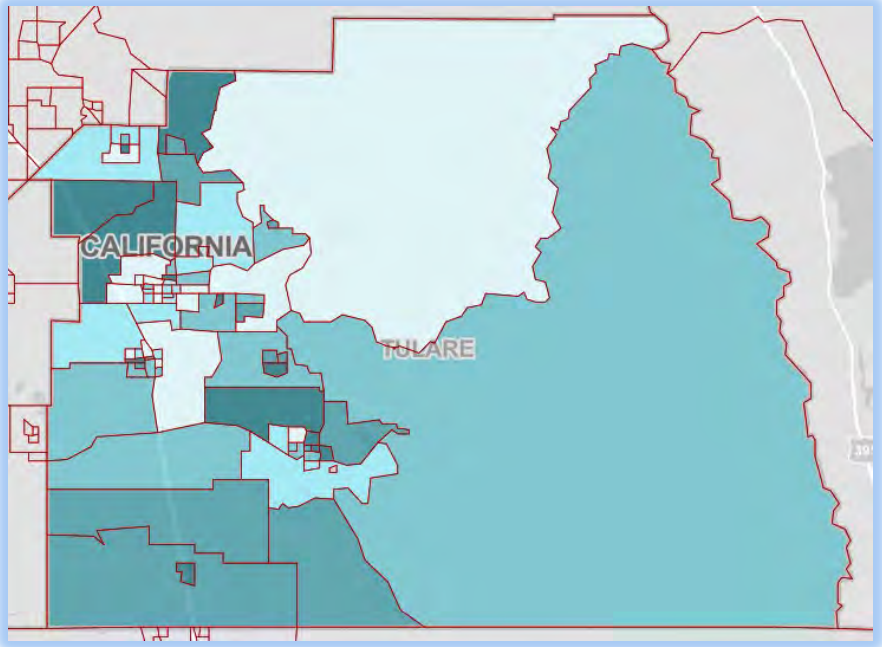


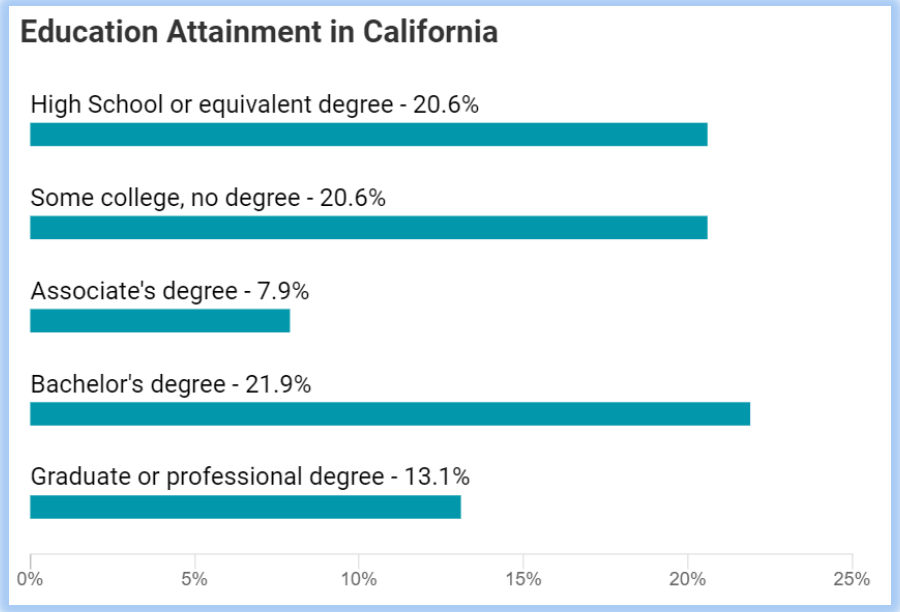
census.gov/geographies/mapping-files/time-series/geo/tiger-data.html

data.census.gov

The Central Hub For Your Data Needs







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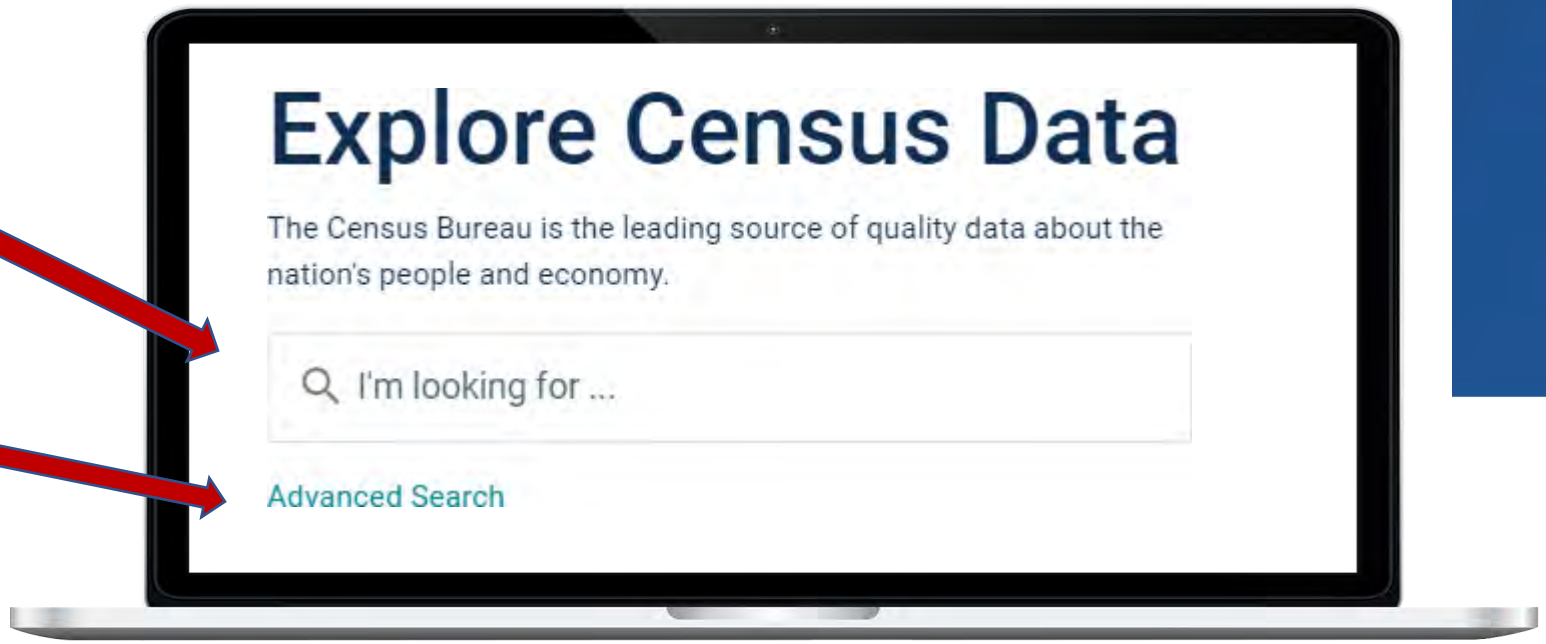
data.census.gov

1. **Single Search:**
   - Free form search box

2. **Advanced Search**
   - Select search criteria in a step-by- step filtering experience where you select desired checkboxes



- You can find many results with either search option
- You can only access some complex topics/geographies using the advanced search. Give advanced search a try if you're not finding a quick answer to your data question with single search.

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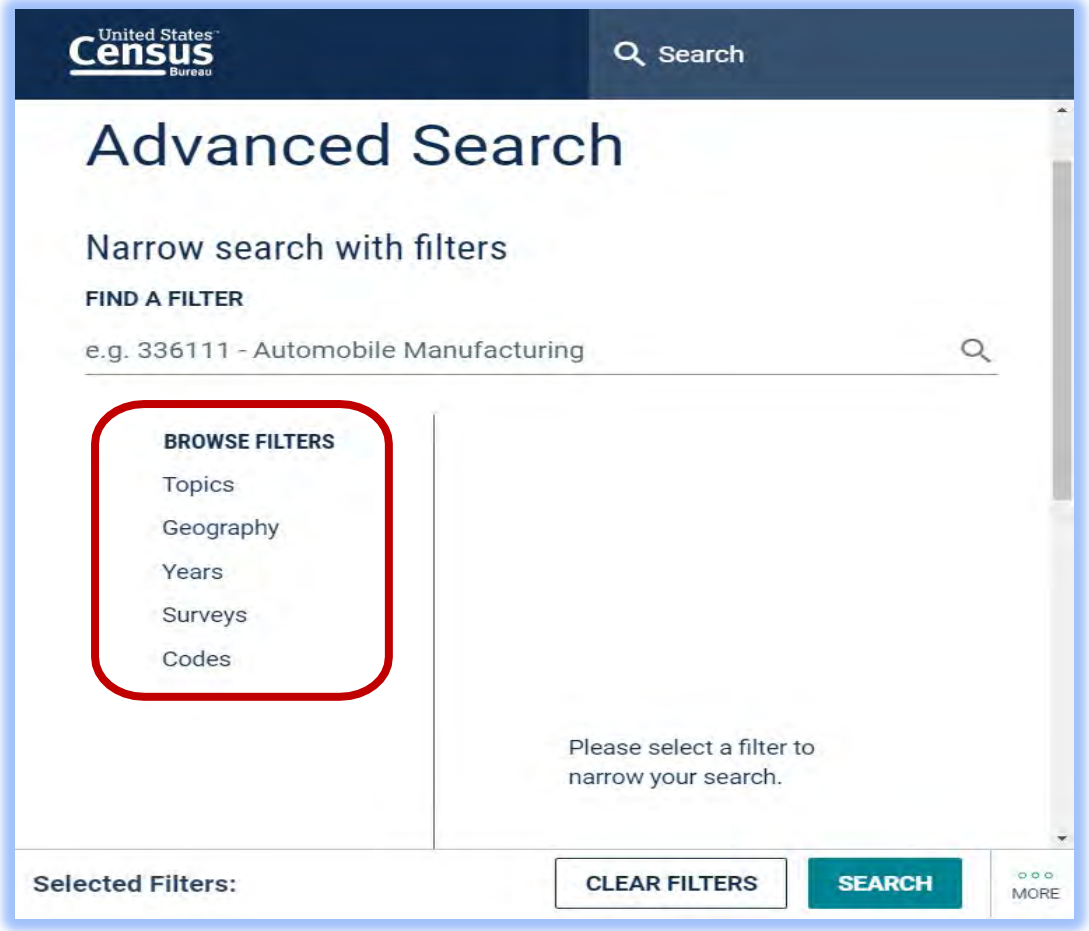
Advanced Search



Use Advanced Search to Specify:

- Geographies with:
  - Complex names (ex: tracts)
  - Collections (ex: all counties in CA)
  - Components (ex: urban/rural)
- Multiple Topics
- Survey/Program/Table Type
- Population Groups
  - Race, Tribal, Hispanic Origin, Ancestry, and Foreign-Born Groups

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3. Resources

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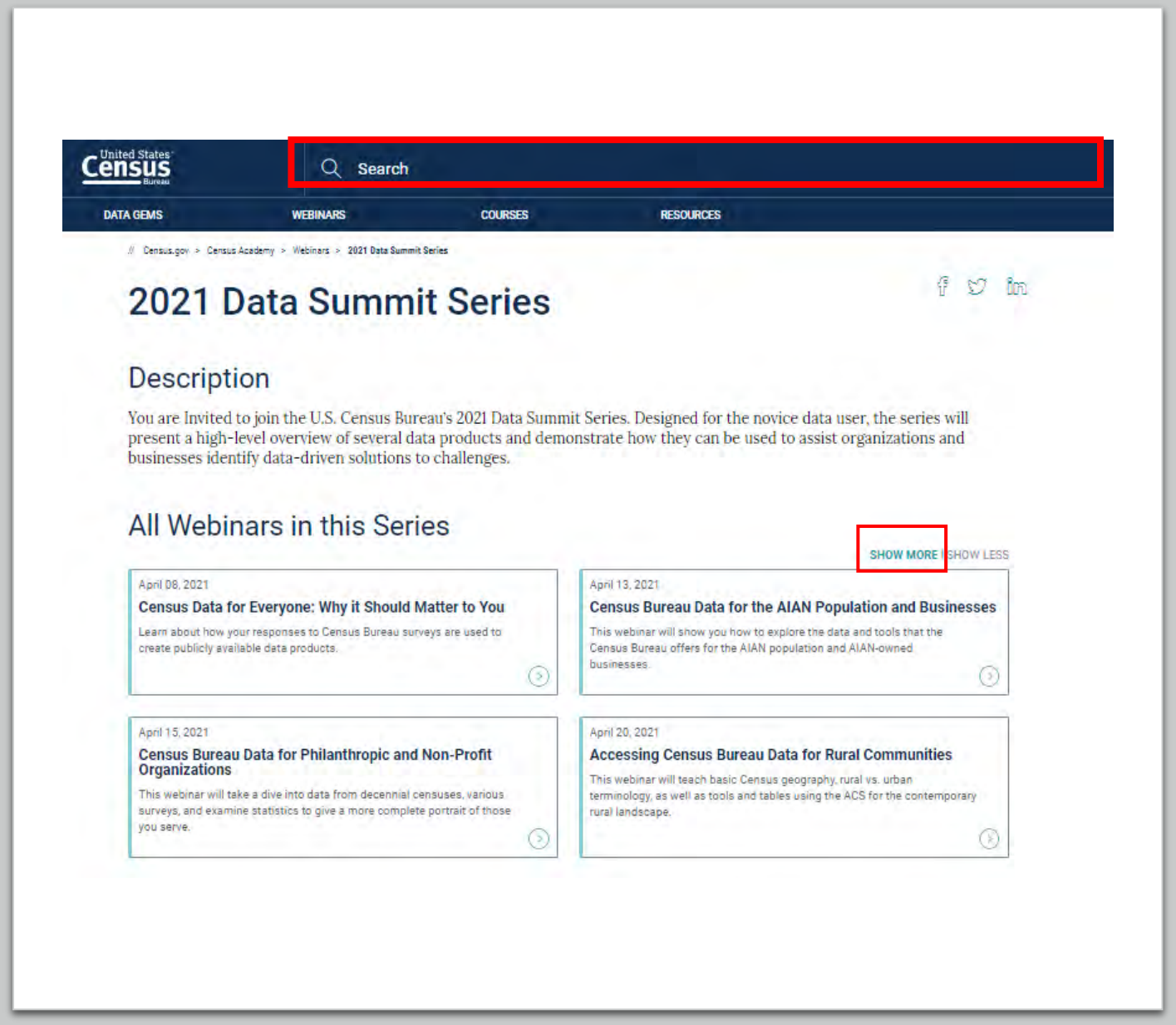
Q: How can I find a list of Data Summits?

A: On the Census.gov homepage, type “Data Summits” in the search bar. It will take you to the landing page listing all available webinars.

Q: Where can I find a recording of the previous summits?

A: The recordings are not ready at this time. An email will be sent to all registrants as they become available. You may also periodically check the Data Summit series landing page for updates.



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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 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.

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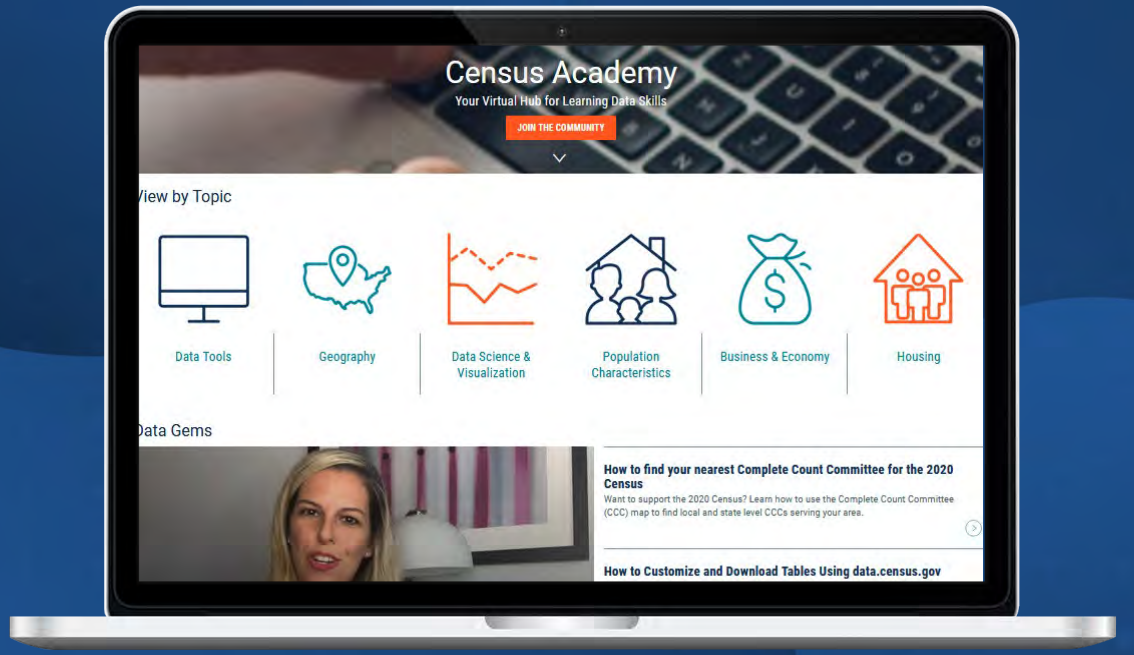
Census.gov/Academy



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

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

Luz M Castillo

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Data Dissemination and Training

- ✓ Respond to data inquiries
- ✓ Conduct data presentations and training workshops to access Census data via webinar, in-person, and/or over the phone
- ✓ Serve as a resource and liaison for ALL customers
- ✓ Services provided at no cost

Contact us:

Census.askdata@census.gov

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4. Live Demonstration

data.census.gov

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THANK YOU

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