

Accessing Census Data for Municipal Organizations



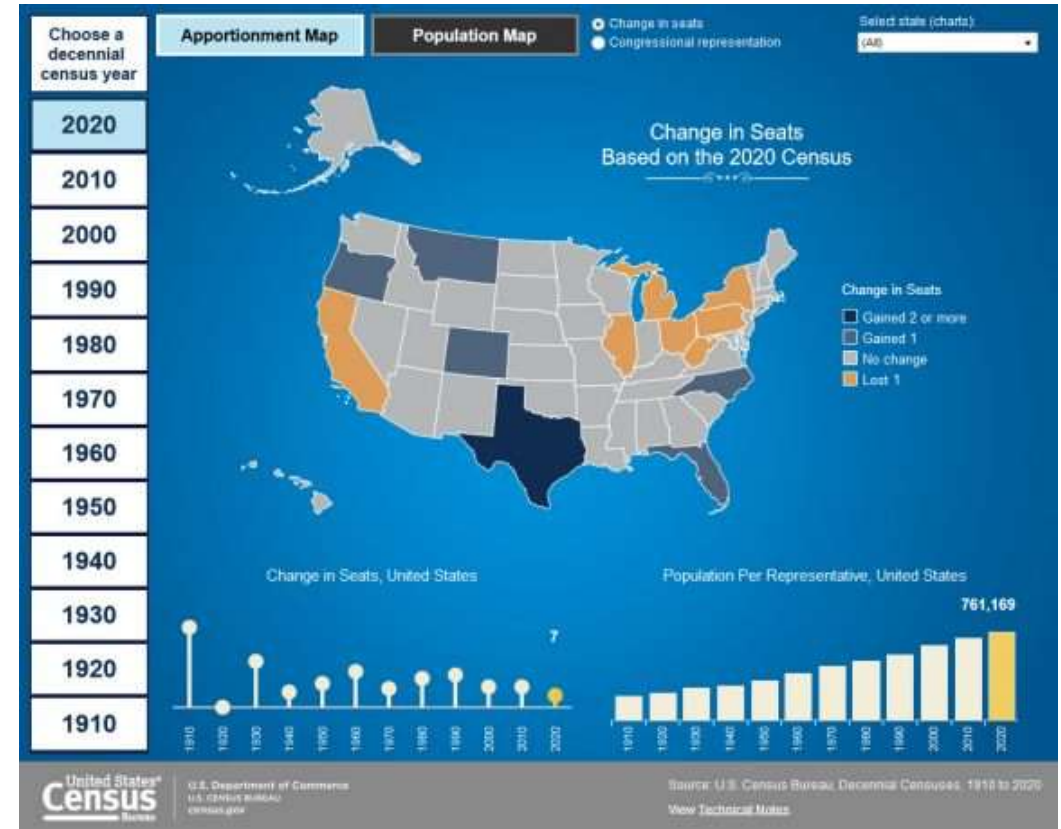
Presented By Partnership Specialist Emily Kelley

OK MMS and affiliates

2 p.m. Thursday, July 8, 2021

2020 Census Data Release Update

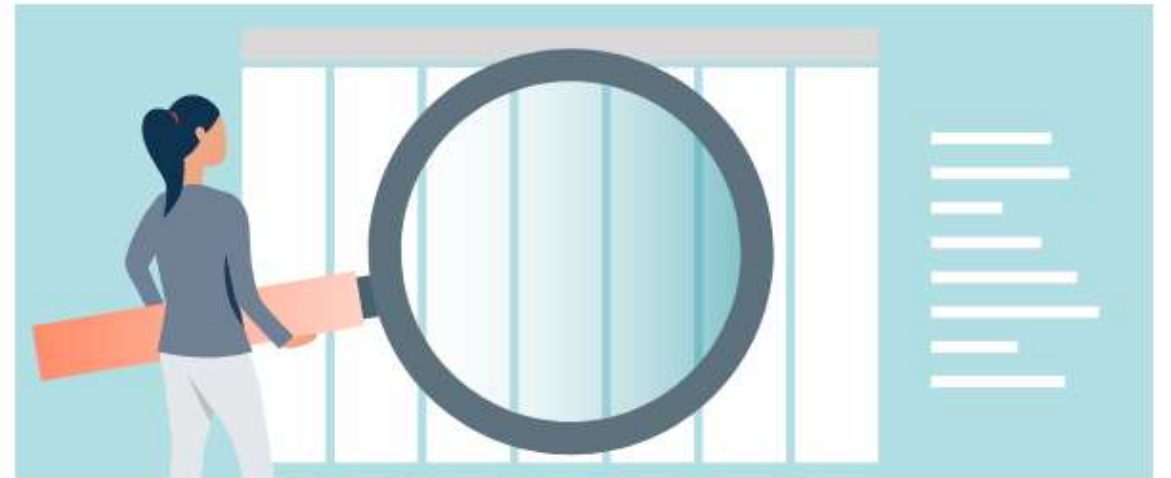
- Apportionment counts (state-level population counts) delivered to the President
- Legacy format data to be released August 16
- User-friendly data to be released by September 30



<https://www.census.gov/newsroom/press-kits/2021/2020-census-apportionment-counts.html>

Overview

- Why Census Data?
- Understanding Geography
- Social/Economic Data for Local Governments
 - ACS 5-Year Estimates
- ACS Website-Narrative Profile
- 5-Year Data Products and Tools
 - QuickFacts
 - Data Profiles
- How to Access ACS Data Profiles
 - data.census.gov
- Resources
- Q&A



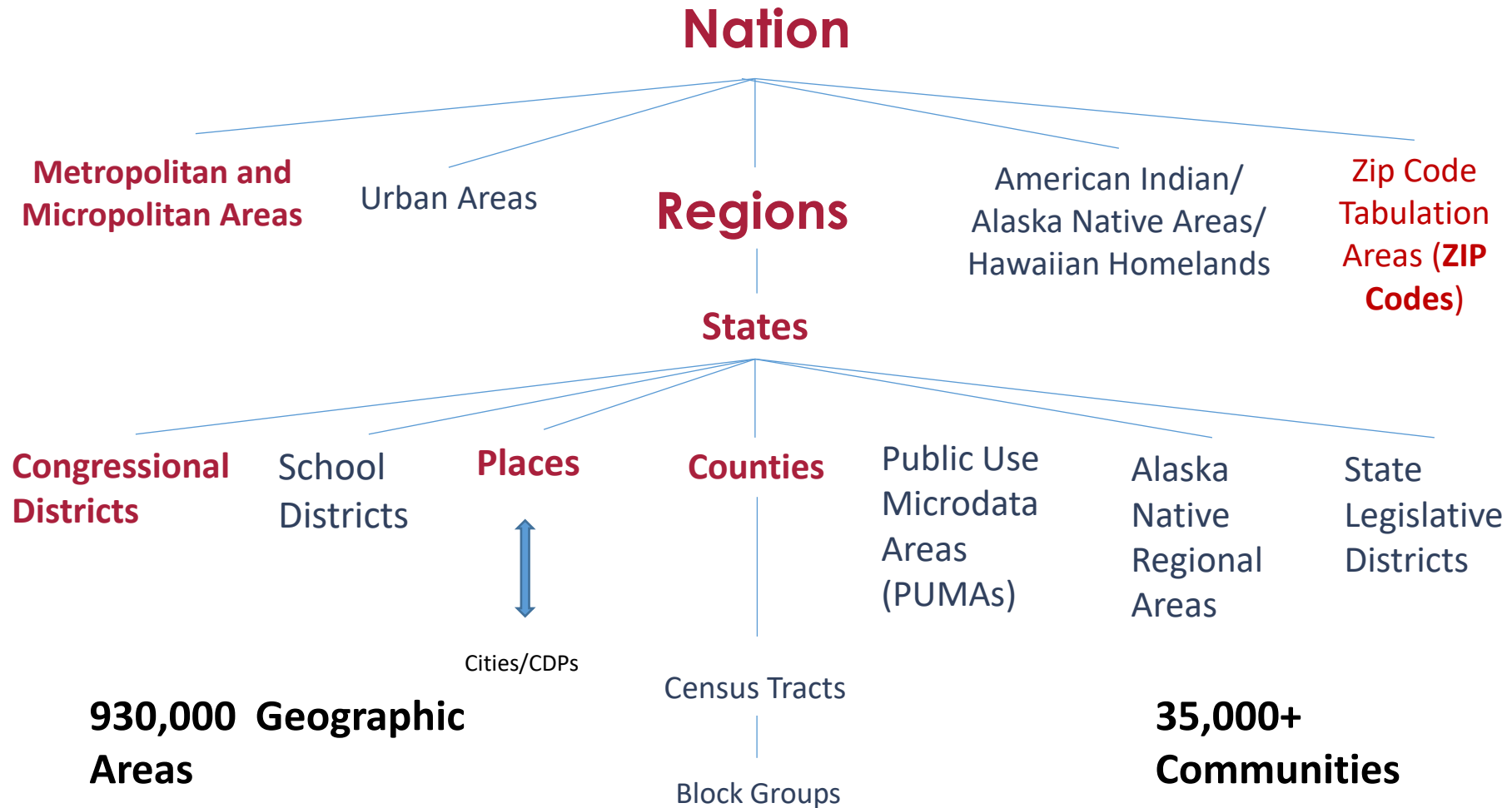
Why Census Data?

Local communities depend on information from the American Community Survey (ACS), as well as the 2020 Census, to decide where schools, highways, hospitals, and other important services are needed. The data collected through the ACS and the Census help determine how to distribute more than \$675 billion of Federal funding each year.... Data=Dollars.



<https://www.census.gov/programs-surveys/acs/about/acs-and-census.html#:~:text=The%20American%20Community%20Survey%20shows,entire%20U.S.%20population%20to%20Congress>

Key Census Geographic Areas



American Community Survey Social/Economic Data for Local Governments



The American Community Survey (ACS) is the nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, number of children, veterans, commuting, education, income, and employment.

American Community Survey/2020 Census

American Community Survey

- Conducted every month and year
- Sent to a **SAMPLE** of addresses (about 3.5 million per year) in the United States, District of Columbia, and Puerto Rico
- Asks questions about topics not on the 2020 Census, such as education, employment, and transportation
- Provides current information about communities every year

Decennial/2020 Census

- Conducted every 10 Years
- Counts every person living in the U.S., District of Columbia and the five U.S. Territories
- Shorter list of questions, such as age, sex, race, and owner/renter status
- Provides an official count of the nation's population

ACS Features

- Surveys a sample of 3.5 million addresses per year and informs Federal government spending of over \$675 billion
- Covers over 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 (areas w/ population of 65,000+)
 - 1-year Supplemental Estimates (areas w/ population of 20,000+)
 - 5-year Estimates (all areas) Ideal for analyzing data for small population groups



ACS Content

| POPULATION | | HOUSING |
|--|---|---|
| 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 | 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 |
| | ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation | |

ACS Dataset Focus

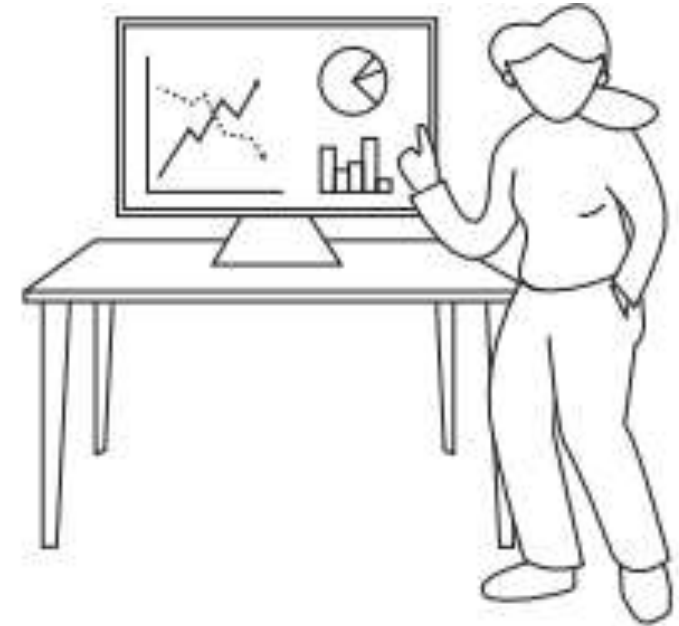
5-Year Estimates

- Describe the characteristics over a specific period, not a single point in time
- Data are pooled across 60 months, weighted to produce estimates, and controlled for age, sex, race, and Hispanic origin
 - 5-year estimates are NOT an average of 1-year estimates
- Estimates are based on geographic boundaries (“vintages”) as of the last year in the 5-year period
- Dollar-value estimates are inflation adjusted to the most recent year for the period



Comparing 5-Year Estimates

- Only compare non-overlapping time periods
 - 2015-2019
 - 2010-2014
- Only compare 1-year estimates to 1-year and 5-year estimates to 5-year
- Compare across geographies and subpopulations
- Compare percentages, means, medians and rates instead of totals whenever possible



Margin of Error

- It is very important to consider the margin of error (MOE). The ACS publishes them as a part of most data tables.
- MOE describes the precision of an ACS estimate at a given level of confidence. The confidence level associated with the MOE indicates the likelihood that the ACS sample estimate is within a certain range of the population value.
- MOEs for published ACS estimates are provided at a 90 percent confidence level.
- A **higher margin of error** in statistics indicates less likelihood of relying on the results of a survey or poll, i.e., the confidence on the results will be lower to represent a population.

Example of Margin of Error within a Table

United States Census Bureau

Search

ALL TABLES MAPS PAGES

4 Results FILTER | DOWNLOAD

SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES
 Survey/Program: American Community Survey
 TableID: DP02

Product: 2019: ACS 5-Year Estimates Data Profiles

CUSTOMIZE TABLE

Maricopa County, Arizona

| Label | Estimate | Margin of Error | Percent | Percent Margin of Error |
|---|-----------|-----------------|---------|-------------------------|
| College or graduate school | 2,878,815 | ±4,501 | 26.0% | ±0.3 |
| ▼ EDUCATIONAL ATTAINMENT | | | | |
| ▼ Population 25 years and over | | | | |
| Less than 9th grade | 161,021 | ±3,483 | 5.6% | ±0.1 |
| 9th to 12th grade, no diploma | 192,329 | ±4,279 | 6.7% | ±0.1 |
| High school graduate (includes equivalency) | 644,671 | ±5,336 | 22.4% | ±0.2 |
| Some college, no degree | 694,273 | ±5,862 | 24.1% | ±0.2 |
| Associate's degree | 245,204 | ±4,002 | 8.5% | ±0.1 |
| Bachelor's degree | 597,872 | ±4,949 | 20.8% | ±0.2 |
| Graduate or professional degree | 343,445 | ±4,025 | 11.9% | ±0.1 |
| High school graduate or higher | 2,525,465 | ±5,059 | 87.7% | ±0.2 |
| Bachelor's degree or higher | 941,317 | ±6,932 | 32.7% | ±0.2 |

ACS DEMOGRAPHIC AND HOUSING ESTIMATES
 Survey/Program: American Community Survey
 Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010
 Table: DP05

SELECTED SOCIAL CHARACTERISTICS IN THE UNITED STATES
 Survey/Program: American Community Survey
 Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010
 Table: DP02

SELECTED ECONOMIC CHARACTERISTICS
 Survey/Program: American Community Survey
 Years: 2019,2018,2017,2016,2015,2014,2013,2012,2011,2010
 Table: DP03

[Data.census.gov](https://data.census.gov)

Focus

5-Year Data Products

Data Tool – QuickFacts

Narrative Profiles

Data Profiles: DP2, DP3, DP4, DP5
Geographic Profile



Access QuickFacts census.gov

QuickFacts is an easy-to-use application that provides tables, maps, and charts of frequently requested statistics from many Census Bureau censuses, surveys, and programs.

***Cities and towns with a population of 5,000 or more are also included.**

United States
Census
Bureau

Search

BROWSE BY TOPIC EXPLORE DATA LIBRARY SURVEYS/ PROGRAMS INFORMATION FOR... FIND A CODE ABOUT US

2020 Demographic Analysis

The 2020 Demographic Analysis Estimates include national-level estimates of the population by age, sex, race and Hispanic origin as of April 1, 2020.

Read More

SURVEYS
Help for Survey Participants
Verify that the survey you received is real and learn how to respond.

QUICKFACTS
Access Local Data
Learn about your community, county, state and the U.S. It's fast, easy and shareable.

POPULATION CLOCK
January 06, 2021
USA
330,789,747
World
7,734,572,601

U.S. CENSUS BUREAU ECONOMIC INDICATORS

Manufacturers' Goods \$487.2 B
November 2020 Report New Orders ↑ 1.0%
Released 10:00 AM EST, 1/6/21

Construction Spending \$1,459.4 B
November 2020 Report ↑ 0.9%
Released 10:00 AM EST, 1/4/21

Advance International Trade: Goods \$84.8 B
November 2020 Report Deficit ↑ 5.5%
Released 8:30 AM EST, 12/30/20

Advance Retail Inventories \$616.9 B
November 2020 Report ↑ 0.7%
Released 8:30 AM EST, 12/30/20

All Economic Indicators

* change not statistically significant ◯ significance not reported / applicable

<https://www.census.gov/quickfacts>

Live Demonstration

QuickFacts

United States

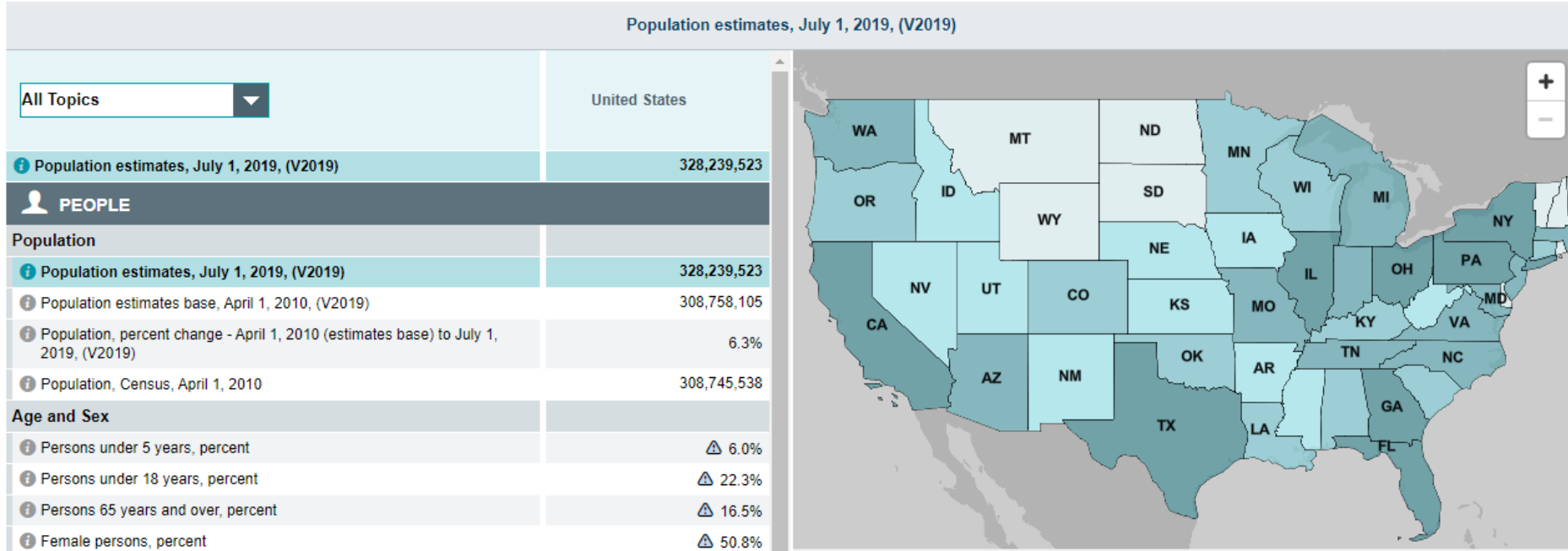
[What's New & FAQs >](#)

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

Enter state, county, city, town, or zip code -- Select a fact --

CLEAR TABLE MAP CHART DASHBOARD MORE

Dashboard - United States



<https://www.census.gov/quickfacts>

ACS Website




// Census.gov > Our Surveys & Programs > American Community Survey (ACS)

AMERICAN COMMUNITY SURVEY (ACS)

About the Survey
Respond to the Survey
News & Updates
Data
Microdata
Guidance for Data Users
Geography & ACS
Technical Documentation
Methodology
Library
Operations and Administration
Contact Us



< Back to Our Surveys & Programs



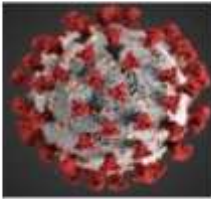
Respond to the ACS
Learn how

American Community Survey (ACS)


The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.



How do I respond to the ACS?



ACS data help with COVID-19 response efforts



Should I respond to both the ACS and 2020 Census?

Data

2019 Data Release

<https://www.census.gov/programs-surveys/acs>

Narrative Profile

American Community Survey

Data Profiles

Narrative Profiles

Geographic Comparison Tables

Subject Tables

Ranking Tables

Supplemental Tables

Data.census.gov

More ACS Tools & Apps

[< Back to Data Tables & Tools](#)

Narrative Profiles

Narrative Profiles are short, analytic reports derived from the ACS 5-year estimates. Each Narrative Profile covers 15 different topic areas and provides text and bar charts to display highlights of selected social, economic, housing and demographic estimates for a selected geographic area.

2019 2018 2017 2016 2015 2014

2019

2015–2019 ACS 5-Year Narrative Profile

Select a Geography Type

Nation County ZIP Code Tabulation Area

State Place Metropolitan/Micropolitan Statistical Area

American Indian Area/Alaska Native Area/Hawaiian Home Land

▾

<https://www.census.gov/acs/www/data/data-tables-and-tools/>

Live Demonstration

<https://www.census.gov/acs/www/data/data-tables-and-tools/>

How to Access Data

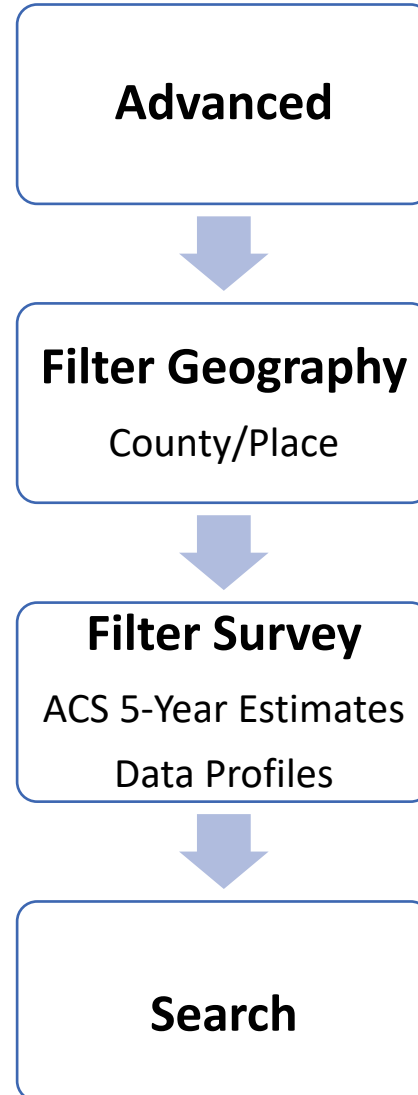
data.census.gov



The vision for data.census.gov is to improve the customer experience by making data available from one centralized place so that data users spend less time searching for data and content, and more time using it.

Accessing Data Profiles

Steps to Filter Data by Geography/Survey



Narrowing Search with Geography Filters

Narrow search with filters

FIND A FILTER

Q e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

- Topics
- Geography**
- Years
- Surveys
- Codes

GEOGRAPHY

Show Summary Levels

- Nation
- Region
- Division
- State
- County**
- Tract
- Block Group
- Block
- Zip Code Tabulation Area (Five-Digit)
- Elementary School District
- Secondary School District

WITHIN (STATE)

- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Puerto Rico
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas**
- United States Virgin Islands

TEXAS

Show Geographic Components

- El Paso County, Texas
- Ellis County, Texas
- Erath County, Texas
- Falls County, Texas
- Fannin County, Texas
- Fayette County, Texas
- Fisher County, Texas
- Floyd County, Texas
- Foard County, Texas
- Fort Bend County, Texas

Feedback | ici.feedback@census.gov | El Paso County, Texas | Geography

Narrowing Search with Surveys

The screenshot shows the United States Census Bureau website interface. At the top left is the 'United States Census Bureau' logo. To the right is a search bar with a magnifying glass icon and the word 'Search'. Below the search bar is a 'BROWSE FILTERS' section with a list of categories: Topics, Geography, Years, Surveys, and Codes. The 'Surveys' category is highlighted with a blue bar and a red vertical line, and a blue arrow points to it from the left. To the right of the filters is a 'SURVEYS' list with several items, each with a checkbox. The 'ACS 5-Year Estimates Data Profiles' item is checked, and a blue arrow points to it from the left. Below the surveys list is a dark blue bar with the text 'Accessibility | Information Quality'. At the bottom of the page is a footer with 'Send Feedback' and 'pedco.feedback@census.gov' on the left, and two location tags: 'El Paso County, Texas' and 'ACS 5-Year Estimates Data Profiles' on the right.

Live Demonstration

How To Cite U.S. Census Bureau Data

It is always important that your reader or audience knows how to verify the data you have provided. Always make sure that the website, name of the data tool, document, or table, URL and the date you accessed the Census information is on your citation.

Source: Library of Congress, <https://www.loc.gov/programs/teachers/getting-started-with-primary-sources/citing/mla/>

Example of citing Census Bureau information retrieved from census.gov:

U.S. Census Bureau. QuickFacts, <https://www.census.gov/quickfacts>. Accessed January 12, 2020.

Additional Data Training & Information

Census Academy: A Virtual Hub for Learning Data Skills <https://www.census.gov/data/academy.html>

Data Gems: A series of "how-to" videos available for data users who are looking for an easy and quick way to enhance their knowledge of Census data

<https://www.census.gov/data/academy/data-gems.html>

ACS Information Guide: This information guide provides an overview of the ACS

[https://www.census.gov/content/dam/Census/programs-surveys/acs/about/ACS Information Guide.pdf](https://www.census.gov/content/dam/Census/programs-surveys/acs/about/ACS%20Information%20Guide.pdf)

ACS Training Presentations

<https://www.census.gov/programs-surveys/acs/guidance/training-presentations.html>

Q&A

- Was this information helpful?
- How can you use the Narrative Profile? QuickFacts? Data Profiles?
- What are next steps in using Census data?
- Who else can benefit from this training?

