Accessing Census Data for Municipal Organizations

Presented By Partnership Specialist Emily Kelley

OK MMS and affiliates

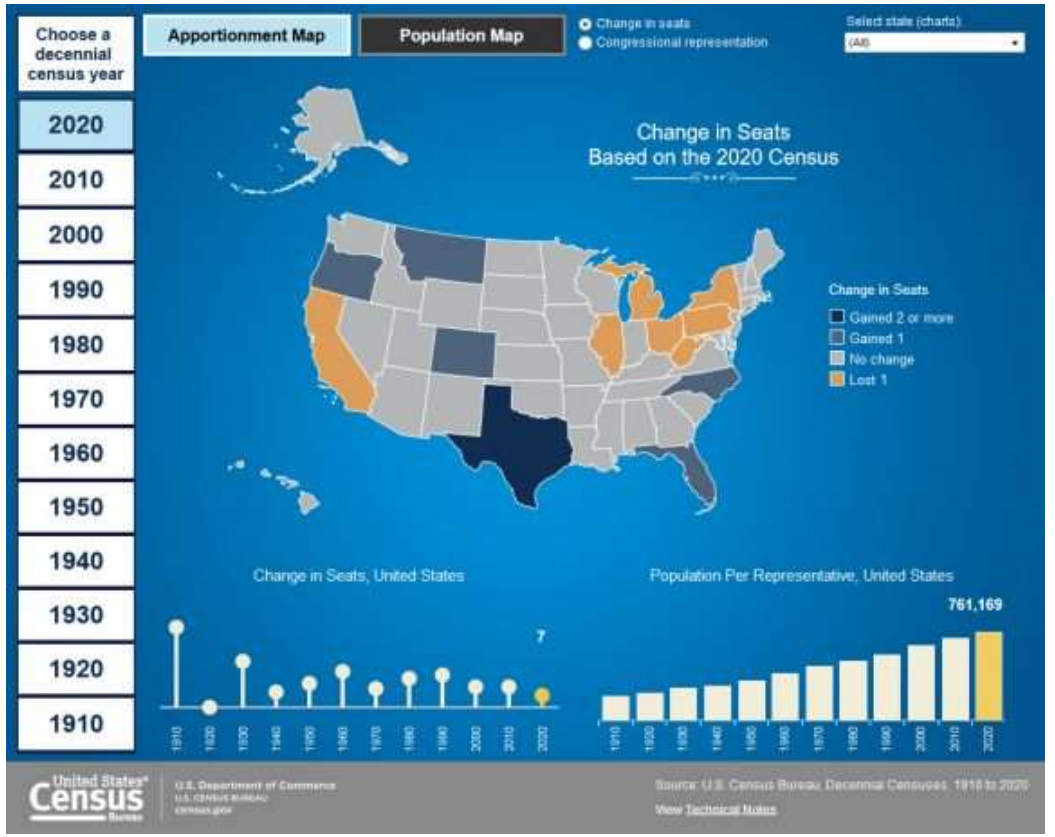
2 p.m. Thursday, July 8, 2021

United States® Census Bureau

U.S. Department of Commerce
U.S. CENSUS BUREAU
census.gov

2020 Census Data Release Update

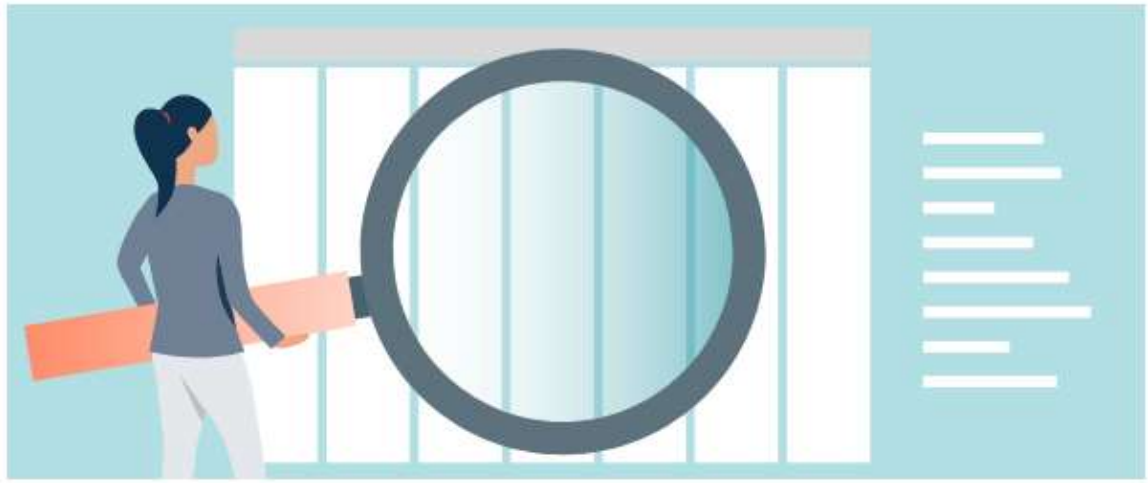
- Apportionment counts (state-level population counts) delivered to the President
- Legacy format data to be released August 16
- User-friendly data to be released by September 30



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

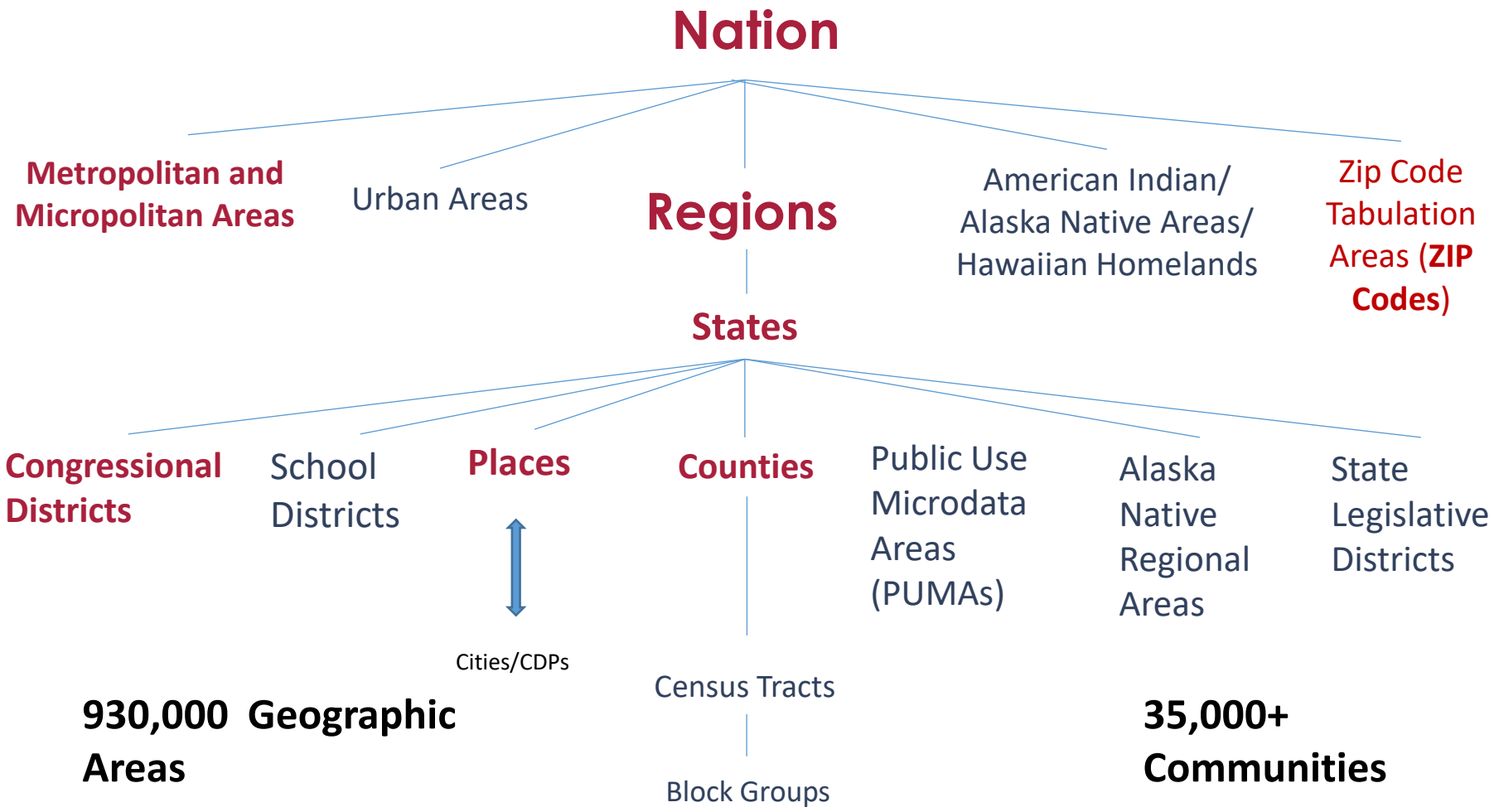


Why Census Data?

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



Courtesy of Andrew Hait
Andrew.W.Hait@census.gov

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

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

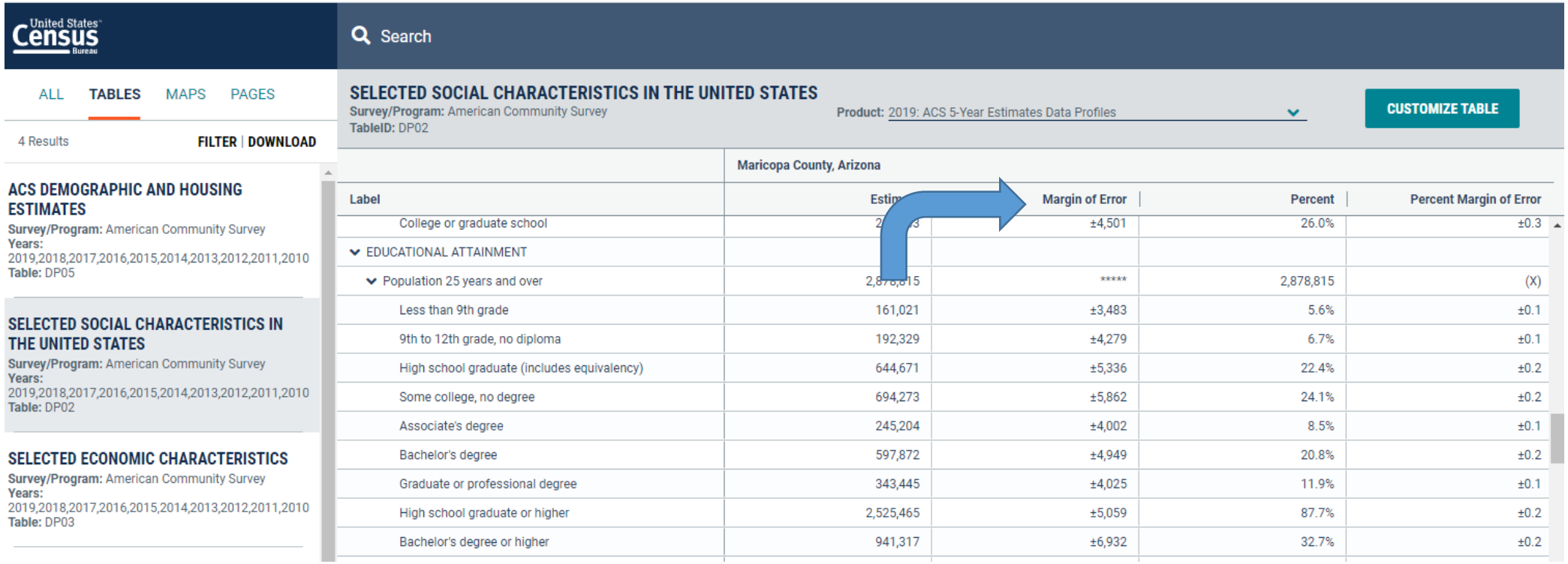
Comparing 5-Year Estimates

- 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



Data.census.gov

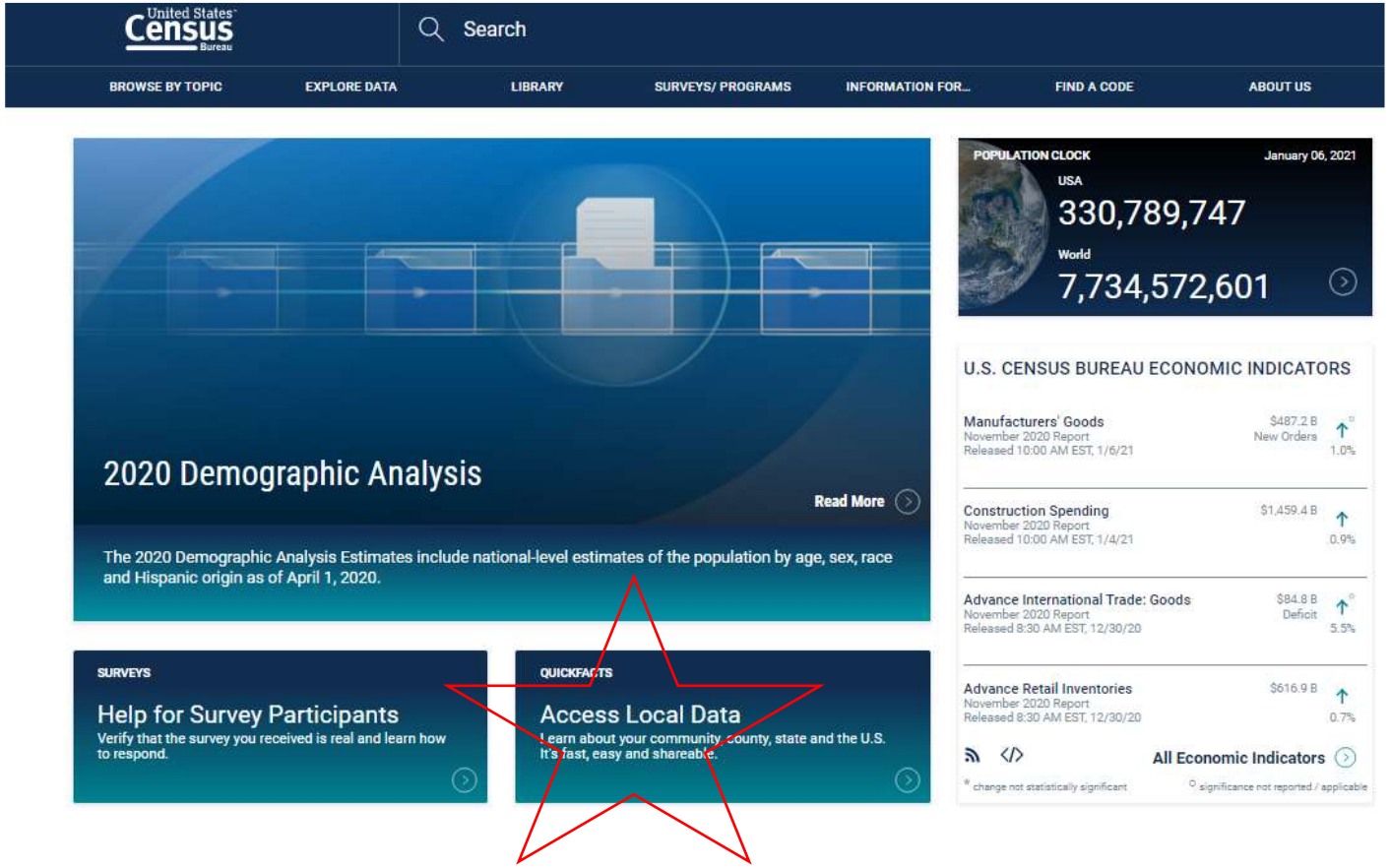
Focus
5-Year Data Products

- Data Tool – QuickFacts
- Narrative Profiles
- Data Profiles: DP2, DP3, DP4, DP5
  Geographic Profile

Access QuickFacts
census.gov

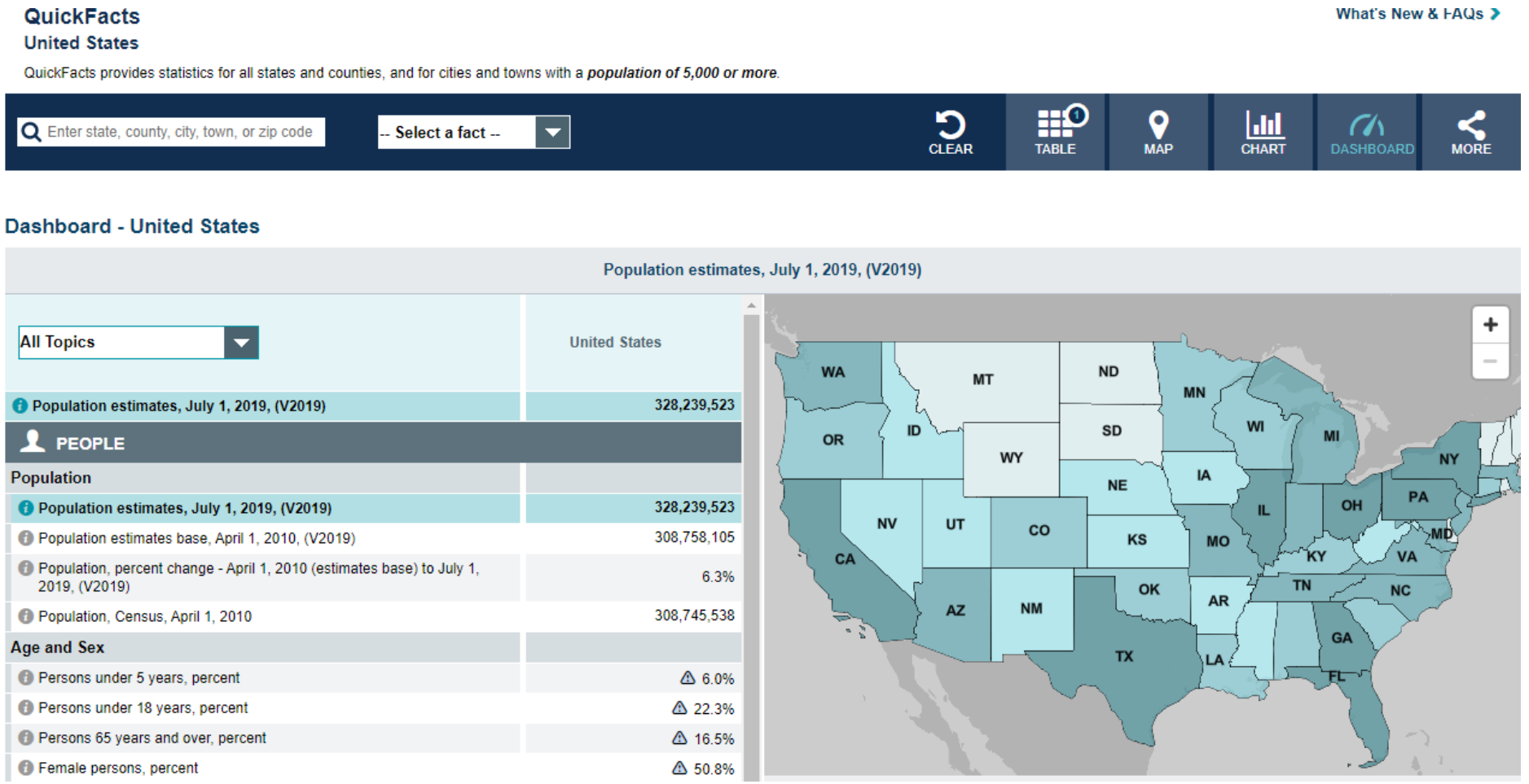
QuickFacts is an easy-to-use application that provides tables, maps, and charts of frequently requested statistics from many Census Bureau censuses, surveys, and programs.

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



https://www.census.gov/quickfacts

Live Demonstration



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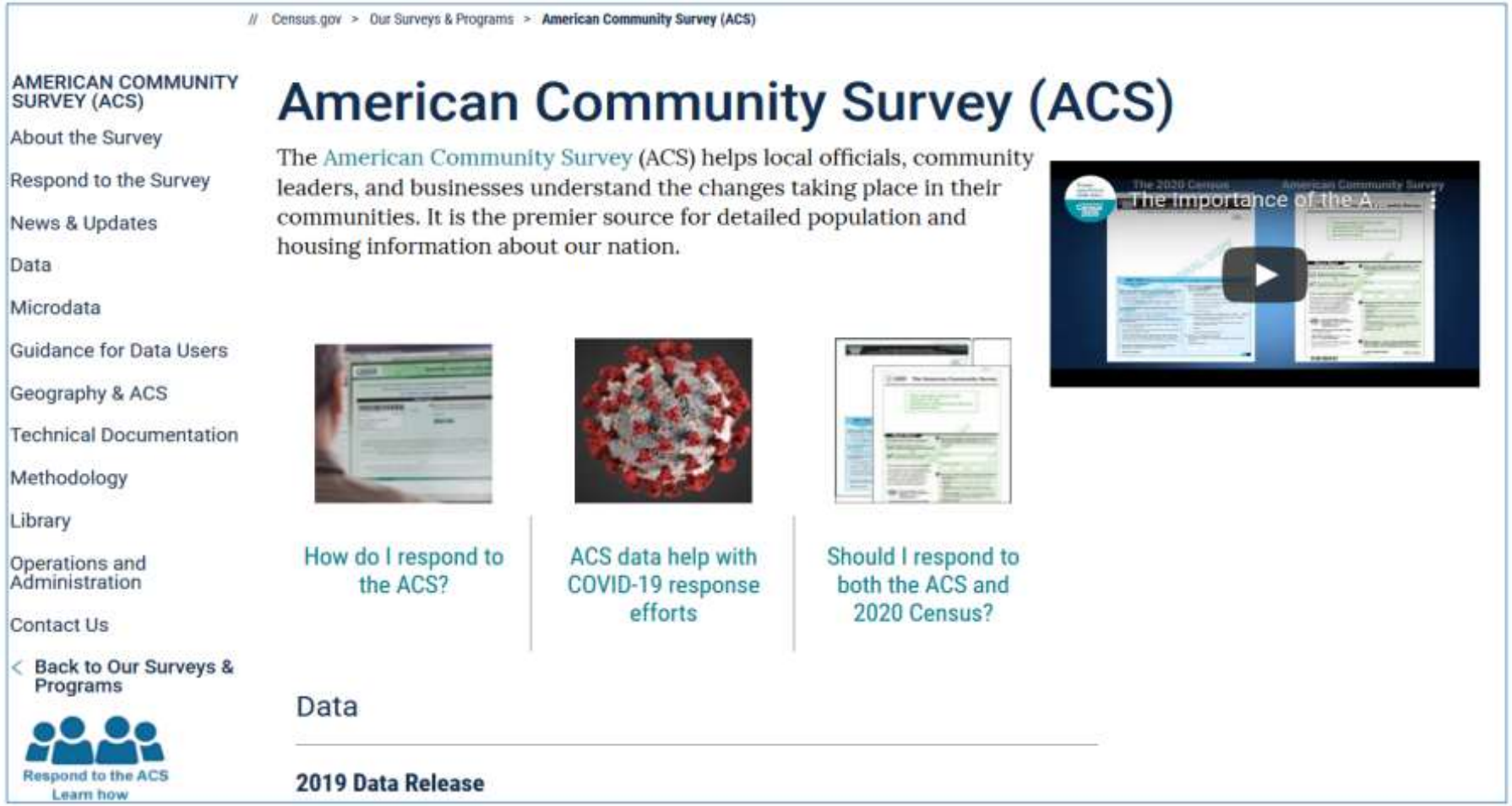
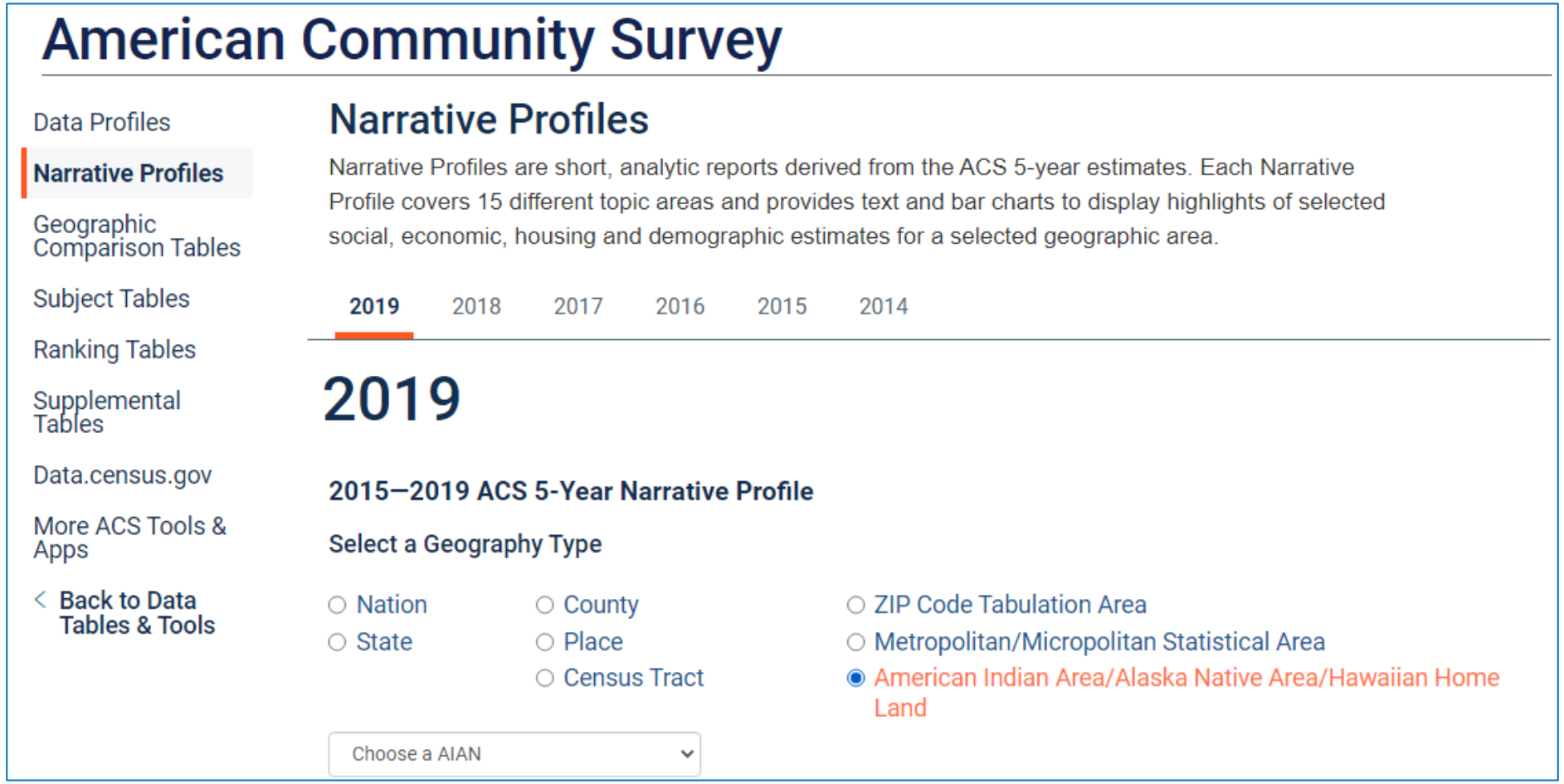
ACS Website



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

Narrative Profile



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

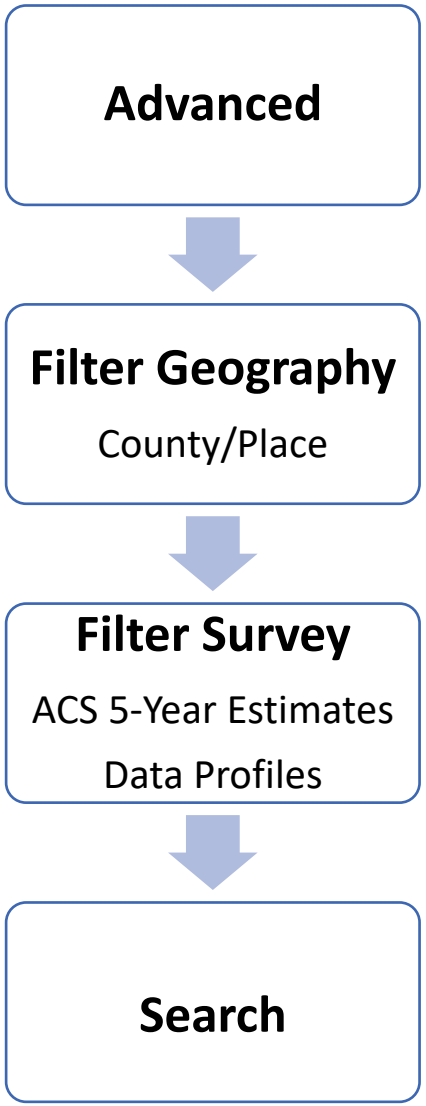
data.census.gov

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.

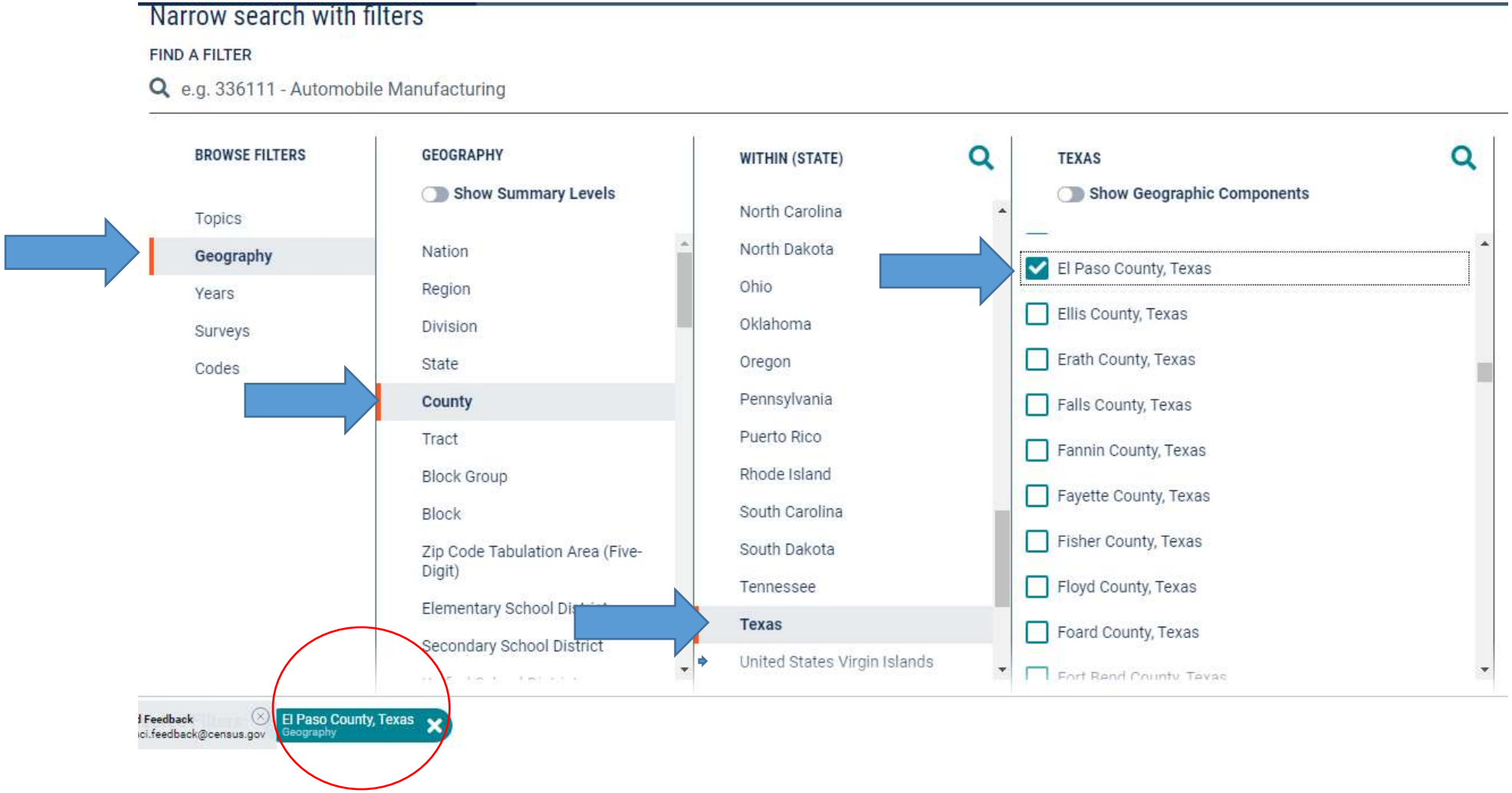
Data.census.gov

Accessing Data Profiles

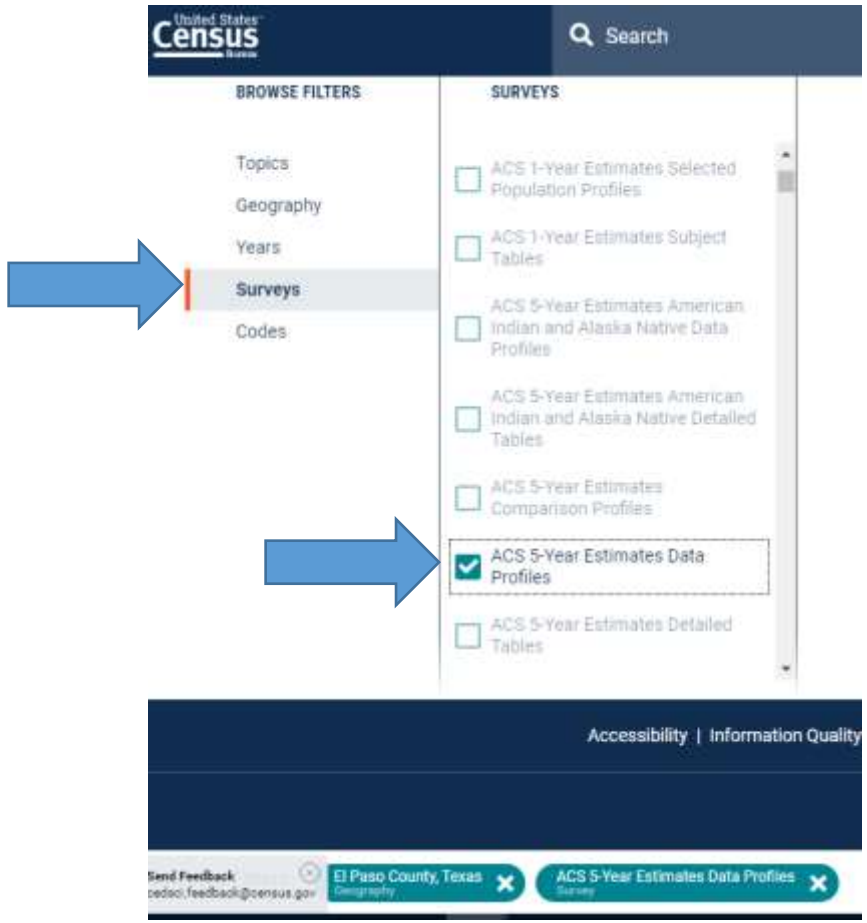
Steps to Filter Data by Geography/Survey



Narrowing Search with Geography Filters



Narrowing Search with Surveys



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

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?