

Latest Data and Tools from the U.S. Census Bureau

Caleb Hopler / Andy Hait / Tyson Weister / Chuck Brady

U.S. Census Bureau

September 22, 2021

Agenda

- **American Community Survey Data to Support Business Decisions – Caleb Hopler**
- **Using the COVID-19 Data Hub to Understand Pandemic Impacts– Andy Hait**
- **What’s New in Census Business Builder – Andy Hait**
- **Data.census.gov - The Primary Platform to Access Census Bureau Data – Tyson Weister**
- **Responding to Surveys / Wrap Up – Chuck Brady**

The American Community Survey

The Foundation

The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** addresses and informs over **\$675 billion** of Federal government spending each year
- Covers **40+ topics**, supports over **300** evidence-based Federal government uses
- Three key annual data releases:
 - 1-year Estimates (for large populations)
 - 1-year Supplemental Estimates (for small populations)
 - 5-year Estimates (for very small populations)

The image shows the front cover of the American Community Survey questionnaire booklet. At the top right, the number 13191010 is printed. The U.S. Census Bureau logo and the title 'The American Community Survey' are at the top. A green box in the center contains the text: 'This booklet shows the content of the American Community Survey questionnaire.' Below this is a 'Start Here' section with instructions on how to respond (online or by mail) and a list of required information: name, telephone number, and address. A 'Your response is required by law' section explains the survey's purpose and legal requirements. A 'If you need help or have questions about completing this form, please call' section provides contact information. A '¿NECESITA AYUDA?' section provides Spanish language assistance. At the bottom, there are instructions to fill out pages 2-7 for everyone living at the address for more than 2 months. The booklet number ACS-18INFO(2021) and OMB numbers are at the bottom right.

The American Community Survey

Availability of Data Products

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

census.gov/programs-surveys/acs/news/data-releases.html

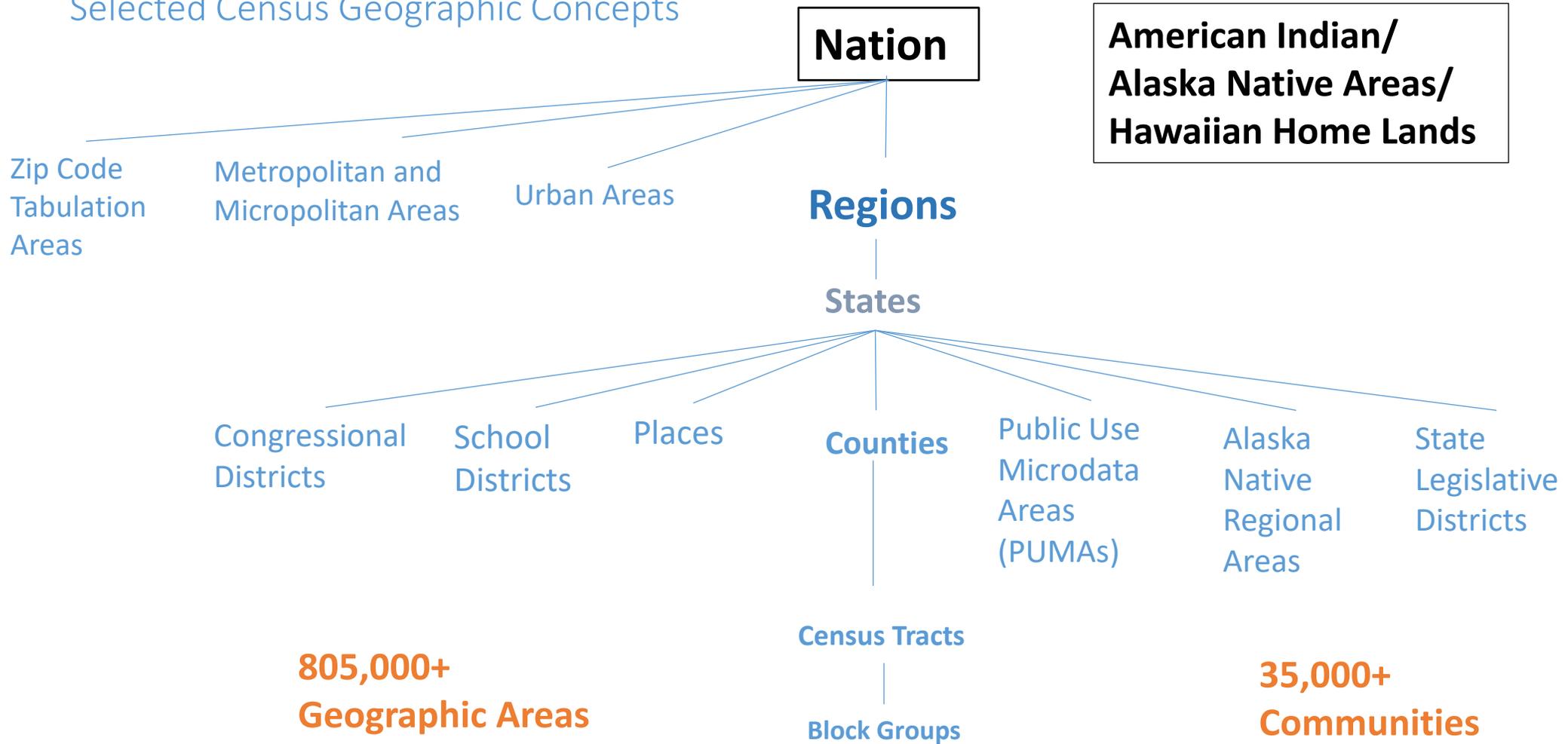
The American Community Survey

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, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In

The American Community Survey

Selected Census Geographic Concepts



The American Community Survey

Differences between Census Economic Programs and the American Community Survey

	<u>Economic Programs</u>	<u>ACS</u>
<i>Estimate Base</i>	Establishment	Household
<i>Industry</i>	NAICS	Census Codes
<i>Geographies</i>	ZIP Codes, Tribal businesses, Public establishment	ZCTAs, Tribal areas, Public area, extra geographies

The American Community Survey

Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)
- Census Business Builder
- COVID-19 Data Hub
- data.census.gov

QuickFacts UNITED STATES

ALL TOPICS	UNITED STATES
POPULATION	325,719,573
POPULATION DENSITY	97.0
POPULATION CHANGE	1.2%
POPULATION UNDER 18	22.7%
POPULATION 18-64	65.4%
POPULATION 65 AND OVER	11.9%
POPULATION IN LABOR FORCE	67.7%
POPULATION UNEMPLOYED	4.2%
POPULATION IN CIVILIAN LABOR FORCE	63.5%
POPULATION IN ARMED FORCES	4.2%
POPULATION IN NOT IN LABOR FORCE	32.3%
POPULATION IN CIVILIAN LABOR FORCE	63.5%
POPULATION IN ARMED FORCES	4.2%
POPULATION IN NOT IN LABOR FORCE	32.3%

My Tribal Area

Enter name of Tribal Area

OR

1 Arizona

2 Navajo Nation Reservation and Off-Reservati...

Navajo Nation Reservation and Off-Reservation Trust Land, AZ--NM--UT

Sex and Age	Estimate	ACS Margin of Error
Total population	174,692	(±1,002)
Male	85,042	(±1,087)
Female	89,650	(±1,131)
Under 5 years	13,644	(±1,470)
5 to 9 years	15,376	(±1,428)
10 to 14 years	15,084	(±1,428)
15 to 19 years	15,023	(±1,478)
20 to 24 years	14,659	(±1,517)
25 to 34 years	22,279	(±1,643)

My Congressional District

1 Arkansas

2 Congressional District 2

Congressional District 2, Arkansas

Employment Status	Estimate
Population 16 years and over	600,965
In labor force	367,537
Civilian labor force	363,512
Employed	343,968
Unemployed	19,544
Armed Forces	4,025
Not in labor force	233,428
Civilian labor force	363,512
Unemployment Rate	5.4%

OnTheMap for Emergency Management

Search: Filter

Events as of 11/06/2017

- Tropical Depression Nineteen
- Wildfires
- Albany Fire
- Trout Creek Fire
- Tank Hollow Fire
- CROWN Fire
- 2017 Windfall Mt Overwinter 1 Fire
- Bear Mountain Fire
- Federal Disaster Declarations

Census Business Builder: Small Business Edition - 2.2

Average revenue per employee

\$112,552

67.7% Homeownership rate

775 Employment establishments

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

Find Tables, Maps, and more ...

Advanced Search Help Feedback



The American Community Survey

Considerations for ACS Data

- Demographic/Household Based Survey
- All Types of Workers
 - Employer Businesses
 - Self-Employed
 - Government
- Most ACS tables are based on where someone lives
- Geographic levels based on dataset (1-Year and 5-Year Estimates)
- Industry Breakout Using Census Codes, not NAICS

The American Community Survey

Main Page

United States Census Bureau

Search

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

Revised 2020 American Community Survey Release Schedule Now Available

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

AMERICAN COMMUNITY SURVEY (ACS)

- About the ACS
- Respond to the ACS
- 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.

Data

2020 Data Release

Learn more about upcoming ACS data releases, including the 2020 ACS data release schedule and additional materials to help users prepare for these releases.

data.census.gov

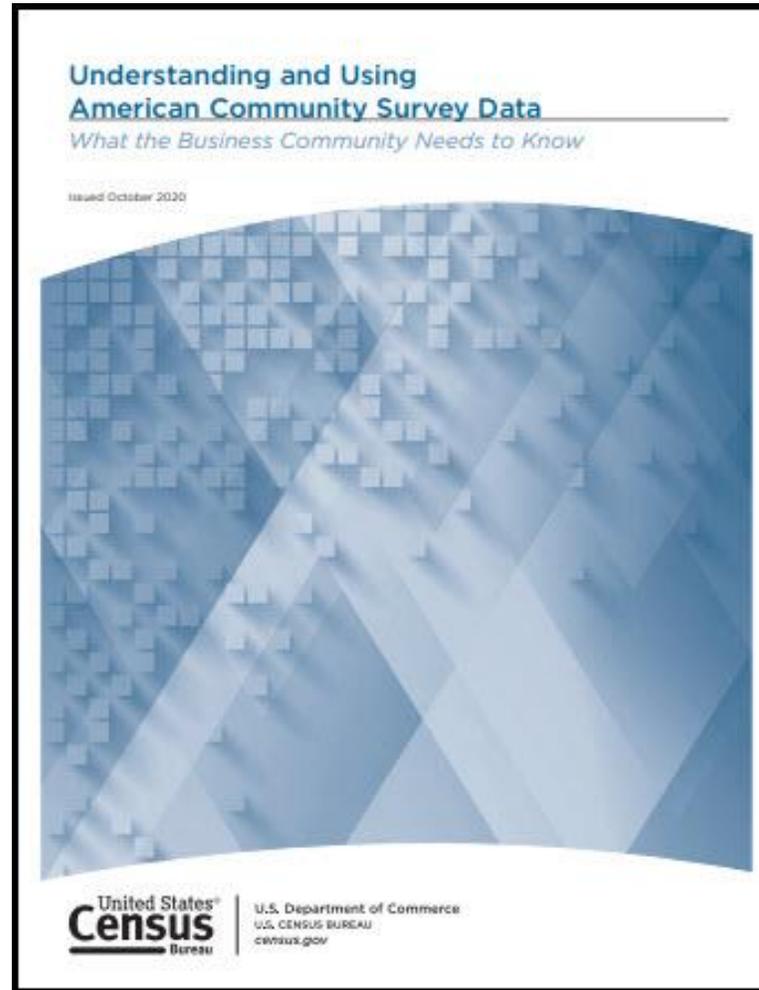
Access American Community Survey data on the Census Bureau's new platform, data.census.gov.

Data Tell Stories. Tell Us Yours!

Share the creative ways you use American Community Survey data to make decisions.

The American Community Survey

ACS Handbook for Businesses



census.gov/programs-surveys/acs/guidance/handbooks/business.html

The American Community Survey

Data Tell Stories. Tell us Yours!

Share Your ACS Data Story

We want to hear about how you use American Community Survey (ACS) data to make an important decision, hire, open an office, open an organization, open/expand a business, etc? If so, we are eager to learn more about how you use ACS data in action. Share your story by completing the fields below to help us showcase the value of the ACS.

Need help getting started? Check out featured examples from our current collection of [ACS data stories](#).

* Indicates a required field

Your Story *
Tell us how you use ACS data.

Outcome *
Tell us about any outcomes or decisions that you or your organization have made based on ACS data. For example: selecting a location for a \$250 million department store distribution center that brought 4,000 jobs to Denver, CO.



Your story



Your data details



Your outcome



AMERICAN COMMUNITY SURVEY DATA USERS GROUP

- Purpose:
 - Improve understanding of the value and utility of ACS data.
 - Promote information sharing among data users about key ACS data issues and applications.
- Includes users group website and online community
- Webinars and special sessions at professional meetings planned
- Membership is free and open to all interested ACS data users

acsdatacommunity.prb.org

The American Community Survey

Continue the Conversation



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



Social media: @uscensusbureau
#ACSdata



More information online:
census.gov/acs



ACS:
acso.users.support@census.gov



Census Customer Service Center
800-923-8282



Source Us:
*U.S. Census Bureau's [YYYY – YYYY] American
Community Survey
[1/5]-year [estimates/statistics/data release]*

What's New in Census Business Builder (CBB) and the COVID Hub

2021 ASBDC Conference

Recorded Monday, August 9th, 2021

Presented by: Andrew Hait
U.S. Census Bureau



Agenda

- Using the COVID Hub to understand pandemic impacts
 - An Overview of the COVID Hub
- What's new in Census Business Builder
 - A recap of key Map and Report features in version 3.4 (what's the same and what's different)
 - Updated data
 - New functionality
 - What's Coming in 4.0+
- Q&A during the live airing

COVID-19 Hub

<https://covid19.census.gov/>

<https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html>



The screenshot shows the homepage of the US Census Bureau COVID-19 Site. The header includes the United States Census Bureau logo, the site title "US Census Bureau COVID-19 Site", and navigation links for "Census Programs", "What's New", and "FAQs". An "esri SAG AWARD" logo is also present. The main content area features a large title "COVID-19 Demographic and Economic Resources" and the text "United States Census Bureau". Below this is a "Share via:" section with icons for email, Twitter, and Facebook. A grid of seven teal buttons provides access to various resources: "Racial Equity Data Tools", "Additional Federal Datasets", "Covid-19 Surveys and Estimates", "Demographic and Economic Analysis", "Highlighted Datasets", and "Categorical Datasets Search". The footer contains the text "V2.3 - 6/23/2021 Release." and a call to action: "Sign up here to stay connected. Your Feedback would be greatly appreciated."

United States Census Bureau

US Census Bureau COVID-19 Site

Census Programs What's New FAQs

esri SAG AWARD
SPECIAL ACHIEVEMENT IN GIS

COVID-19 Demographic and Economic Resources

United States Census Bureau

Share via:

[Racial Equity Data Tools](#) [Additional Federal Datasets](#)

[Covid-19 Surveys and Estimates](#) [Demographic and Economic Analysis](#) [Highlighted Datasets](#) [Categorical Datasets Search](#)

V2.3 - 6/23/2021 Release.

[Sign up here](#) to stay connected. Your [Feedback](#) would be greatly appreciated.



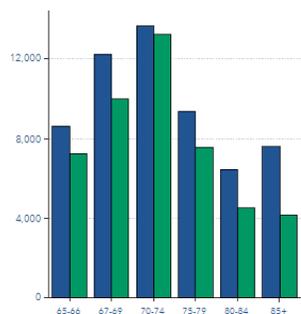
COUNTY COVID-19 IMPACT PLANNING REPORT

Snohomish, Washington (FIPS 53061)

United States™
Census
Bureau

POPULATION 65 AND OLDER

■ Females ■ Males



esri Source: Census Programs

KEY FACTS

798,808 Total Population	293,823 Total Households	2.68 Average Household Size	38.0 Median Age	91.1% Internet At Home
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BUSINESSES



POVERTY



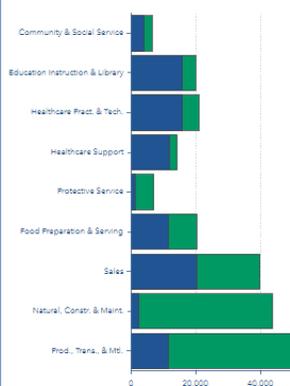
AT-RISK POPULATION



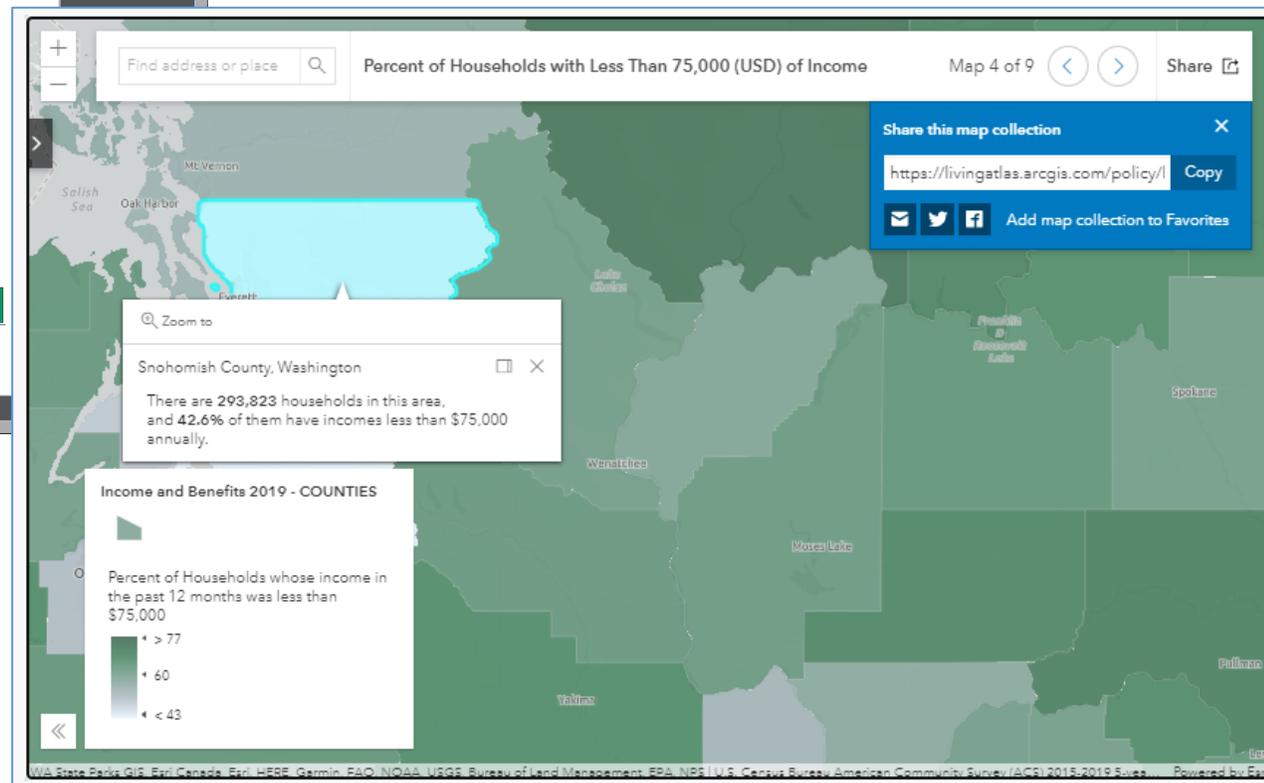
OCCUPATION BY SEX

(Civilian Employed Population 16 Years and Over)

■ Females ■ Males



Interactive Dashboards and Policy Maps



Access to Interactive Dashboards and Web Sites for COVID-Specific Programs



Covid-19 Surveys and Estimates

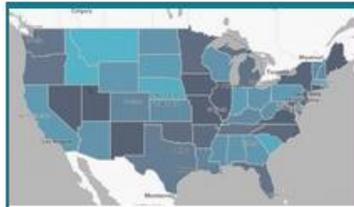
These Census Bureau experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.



Weekly Business Formation Statistics

The BFS provide timely and high frequency information on new business applications and formations in the United States.

[Dashboard](#) >



Weekly Small Business Pulse Survey

This experimental survey measures the changes in business conditions on our nation's small businesses during the coronavirus (COVID-19) pandemic.

[Dashboard](#) >



International Population Data

This dashboard shows selected population characteristics for 228 countries and areas from the U.S. Census Bureau's International Data Base.

[Dashboard](#) >



Community Resilience Estimates (CRE)

The capacity of individuals and households within a community to absorb, endure, and recover from the health, social, and economic impacts of a disaster.

[Dashboard](#) >



ACS Occupation Data

This dashboard provides estimates for select occupations from the 2015-2019 ACS 5-year.

[Dashboard](#) >



Weekly Household Pulse Survey

This is a 20-minute online survey studying how the COVID-19 pandemic is impacting households across the country from a social and economic perspective.

[Go to](#) >



Selected Monthly State Sales Tax Collections

Monthly State Sales Tax Collection in a new monthly measure of state government sales tax collections for selected sales tax.

[Go to](#) >



Monthly State Retail Sales

The Census Bureau has released the Monthly State Retail Sales (MSRS) an experimental data product featuring monthly state-level retail sales.

[Go to](#) >

Additional Federal Agency and Other Datasets

These additional datasets are provided to access relevant COVID-19 recovery data and analysis from public, non-profit, and private sector sources in partnership with FEMA and Argonne National Laboratory. For convenience, they are grouped into the categories of Business and Economics, Individuals and Households, and Government services. These datasets are only a subset of the many Federal and private sector COVID-19 data available.



[Open Datasets Page](#)

(Downloadable resources also available)

Additional Datasets

The screenshot shows the US Census Bureau COVID-19 Site. The main heading is "Additional Federal Agency and Other Datasets and Indices". Below this, a sub-heading states: "These datasets and indices are only a subset of the many Federal and private sector COVID-19 data and analysis available." There are four navigation buttons: "COVID-19 Impact Analyses", "Business and Economics", "Individuals and Households", and "Government Services". Below these, there is a section for "COVID-19 Impact Analyses" with a "See all >>" link. This section contains four cards, each with a title, a brief description, and "Read More" and "Storymap" buttons.

COVID-19 Impact Analyses [See all >>](#)

- County Economic Impact Index(EII)**

The goal of the EII is to identify regions whose local economies may be more adversely affected during medium- to long-term disruptions with near real-time data.

[Read More](#) [Storymap](#)
- State & Local Government Revenue Vulnerability Indices**

The SGRVI & LGRVI are to help identify state & local governments whose revenues are particularly vulnerable to the impacts of COVID-19 and other economic downturns.

[Read More](#) [Storymap](#)
- Housing Stability Index(HSI)**

Argonne developed the HSI to better understand the changes in housing stability for owners and renters during the COVID-19 pandemic.

[Read More](#) [Storymap](#)
- Internet Access Index(IAI)**

The IAI is developed to understand the challenges many households face in connecting to high-speed internet, whether due to lack of broadband availability from internet service providers or difficulties in subscribing to a broadband service.

[Read More](#) [Storymap](#)

New Data Equity Tools

Provides links to 5 programs or data tools that can assist users equitably distribute resources to underserved communities

We Want Your Feedback!

- What are we doing well?
- What is the Hub missing that we should add?
- How are you using this resource in your work?

The screenshot shows the 'Data Equity Tools' page on the US Census Bureau COVID-19 Site. The page features a dark blue header with the Census logo and navigation links for 'Census Programs', 'What's New', and 'FAQs'. The main title 'Data Equity Tools' is prominently displayed, followed by a call to action: 'Email us if you have any questions about Census Data Equity.' Below this, a paragraph explains that the U.S. Census Bureau's publicly available data sets and tools can assist federal agencies and other entities in the equitable distribution of resources and identifying underserved communities. The page is organized into a grid of five tool cards, each with a map thumbnail, a title, a brief description, a 'Watch video' button, and 'Explore Data' and 'See PPT' buttons.

US Census Bureau COVID-19 Site

Census Programs What's New FAQs

Data Equity Tools

Email us if you have any questions about Census Data Equity.

The U.S. Census Bureau's publicly available data sets and tools, can assist federal agencies and other entities in the equitable distribution of resources, and identifying underserved communities. The Census Bureau collects comprehensive data from a multitude of sources about the nation's economy and population, covering a range of topics, including demography, housing, socioeconomics, and businesses. Additionally, the Census Bureau data sets and tools can inform the frameworks for public dashboards to share progress and program metrics for assistance programs.



Community Resilience Estimates

The capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic.

Watch video

Explore Data See PPT



The Response Outreach Area Mapper (ROAM)

Developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas.

Watch video

Explore Data See PPT



Opportunity Atlas

A comprehensive Census tract-level dataset of children's outcomes in adulthood using data covering nearly the entire U.S. population.

Explore Data See PPT



LEHD

Data from the Local Employment Dynamics (LED) Partnership provide unprecedented detail about America's jobs, workers, and local economies.

Watch video

Explore Data See PPT



Census Business Builder (CBB)

The Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.

Explore Data See PPT

Census Business Builder

United States Census Bureau

Census Business Builder: Small Business Edition - 3.4

Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

- Construction
- Food Services
- Healthcare
- Personal Services
- Prof & Biz Services
- Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

2. What location do you want to research?

Select the location you want to research either clicking on the My Location button or by searching for it.

Find My Location

or

State, Metro, County, City/Town, or ZIP Code

Go To Map

Create Report

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)

© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)

Release: 3.4 (Build: 0)

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 3.4

Privacy Act Statement | FAQs | Send Feedback

Define your region

What is the primary state, metro, county, city/town, or ZIP Code in your region?

Select the primary state, metro, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

Find My Location

or

State, Metro, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)

© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)

Release: 3.4 (Build: 0)

Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
 - BLS, USDA, & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud
- Provide for free

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>

CBB: SBE and CBB: RAE “Splash Page”

United States Census Bureau
Census Business Builder: *Small Business Edition - 3.4* [Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

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State, Metro, County, City/Town, or ZIP Code

Click “Go to Map” to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click “Create Report” to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

or Search for your type of business
Industry Title, Keyword, or NAICS Code

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© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)
Release: 3.4 (Build: 0)

Industry and Geography Selection (SBE) Geography Selection only (RAE)

United States Census Bureau
Census Business Builder: *Regional Analyst Edition - 3.4* [Privacy Act Statement](#) [FAQs](#) [Send Feedback](#)

Define your region

What is the primary state, metro, county, city/town, or ZIP Code in your region?

Select the primary state, metro, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

Find My Location
or
State, Metro, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)
Release: 3.4 (Build: 0)

CBB: SBE "Map Page"

Change Industry Menu (3.4
Added Industry Cluster (SBE Only))

Change Geography Menu

Map Variables Menu (3.3 Added
Bi-Variate Mapping)

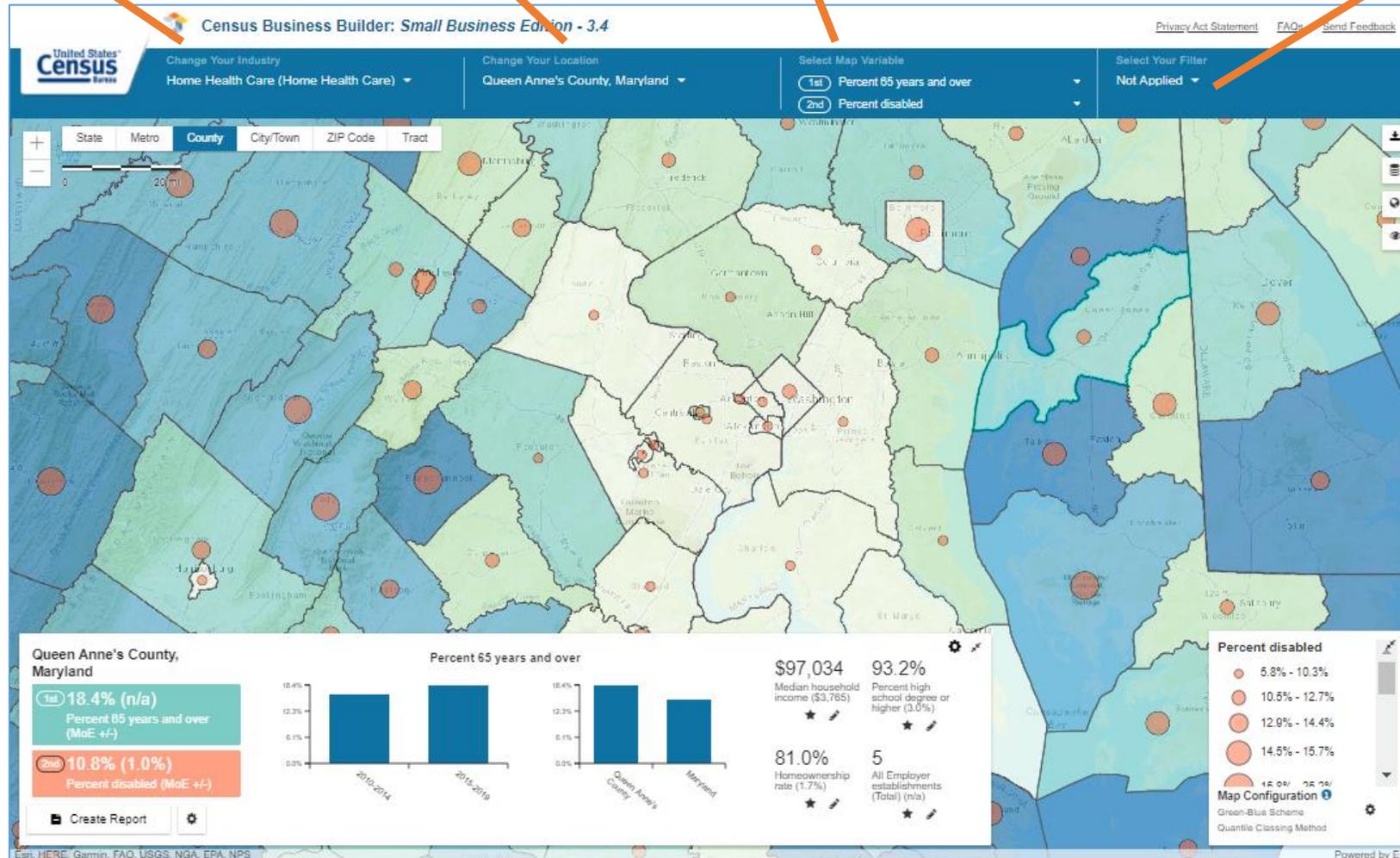
Filter Menu

Geographic
Levels Menu and
Zoom Buttons (3.4
Added Metros)

Map
Buttons

Map
Dashboard
(3.3 Update)

Map
Legend
(3.3 Update)



CBB: SBE Report

Anne Arundel County, Maryland

73.7% (0.1%)
Percent 21 years and over (MoE +/-)

91.9%
Percent high school degree or higher (1%)

73.9%
Homeownership rate (0.6%)

386 559,737

LOCAL BUSINESS PROFILE
Home Health Care - Anne Arundel County, Maryland

Display MOEs Configure Contents Download Data Help

CONTENT

- #1: Contents
- #2: My Potential Customers
- #3: Business Summary
- #4: Consumer Spending
- #5: About Data

My Potential Customers

Includes information on total population and population by age, race, and ethnicity from the 2010-2014 and the 2015-2019 American Community Survey 5-Year Estimates

Name	Estimate		
Total population	571,275	↗	📍
Percent male	49.5%	↗	📍
Percent female	50.5%	↗	📍
Percent under 5 years	6.2%	↗	📍
Percent under 18 years	22.4%	↗	📍
Percent 18 years and over	77.6%	↗	📍
Percent 21 years and over	74.1%	↗	📍
Percent 65 years and over	14.4%	↗	📍
Median age	38.3	↗	📍
Percent White	72.73%	↗	📍
Percent Black or African American	16.75%	↗	📍
Percent American Indian and Alaska Native	0.21%	↗	📍
Percent Asian	3.78%	↗	📍
Percent Native Hawaiian and	0.07%	↗	📍

Demographic Characteristics

Percent male (2010-2014 vs 2015-2019)

Percent male (Anne Arundel County, Maryland, U.S.)

Report Options

Create Report Button and Report

Manipulable Charts

CBB: SBE Industry Cluster Report

**LOCAL BUSINESS PROFILE**
Home Health Care and Doctors - Anne Arundel County, Maryland

Display MOEs Configure Contents Download Data Help

CONTENT

#1: Contents
#2: My Potential Customers
#3: Business Summary
#4: Consumer Spending
#5: About Data

Contents

What will I find in this report?

My Customers
The My Customers section provides summarized demographic information for **Anne Arundel County, Maryland**. This information provides a snapshot of the makeup of the community of potential customers in the area.

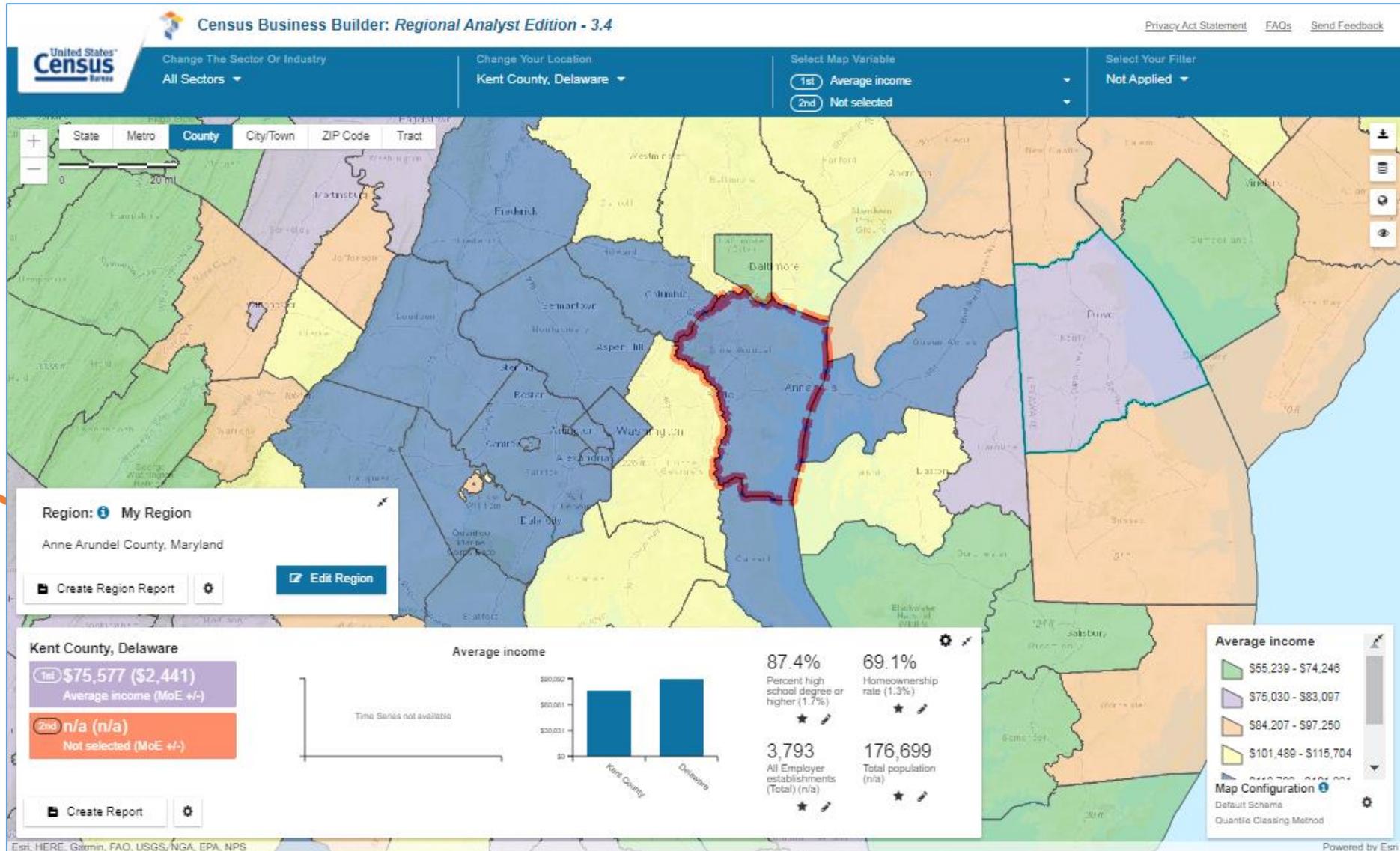
Businesses Like Mine
The Businesses Like Mine section provides summarized information about Home Health Care and Doctors businesses in **Anne Arundel County, Maryland**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending
The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **Anne Arundel County, Maryland**.

Home Health Care and Doctors is comprised of:

- [Doctors](#)
- [Home Health Care](#)

CBB: RAE "Map Page"



Region Panel

CBB: RAE Region Report



LOCAL BUSINESS PROFILE
All Sectors - My region

Display MOEs Summary Report Detailed Report Configure Contents Download Data Help

CONTENT

- #1: Contents
- #2: Consumers/Residents
- #3: Business Summary
- #4: Business Comparison
- #5: Consumer Spending 
- #6: About Data

Contents

What will I find in this report?

My Customers
The My Customers section provides summarized demographic information for **My region**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine
The Businesses Like Mine section provides summarized information about **All Sectors** businesses in **My region**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.

Consumer Spending
The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **My region**.

My region is comprised of:

- [Anne Arundel County, Maryland](#)
- [Baltimore County, Maryland](#)
- [Baltimore city, Maryland](#)
- [Calvert County, Maryland](#)
- [District of Columbia, District Of Columbia](#)
- [Harford County, Maryland](#)
- [Howard County, Maryland](#)
- [Kent County, Maryland](#)
- [Montgomery County, Maryland](#)
- [Prince George's County, Maryland](#)
- [Queen Anne's County, Maryland](#)

https://cbb.census.gov/rae/#report_ConsumerSpending

What's Coming in CBB 4.0+

- Continue Quarterly Updates of Data
 - QCEW and QWI
 - Annual and other data as appropriate
- Additional Data
 - Public Sector and 2020 Decennial Census
 - More “mash-up” variables
 - More variables from existing programs?
 - Other data from new programs?
- Other updates based on feedback (like tweaks to bi-variate mapping)

Thank You!

Contact me at:

andrew.w.hait@census.gov

(301)763-6747

For local assistance, visit:

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



data.census.gov

America's Small Business Development Centers Conference
September 22, 2021

Tyson Weister
Center for Enterprise Dissemination
Dissemination Outreach Branch
U.S. Census Bureau

Data on data.census.gov

General Data Availability:

- American Community Survey (ACS): 2010-2019
- Decennial Census: 2000 & 2010
- Econ Census and Selected Surveys: 2012-present

	2000	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
ACS 1-Year Detailed Tables		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ACS 1-Year Data Profiles		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ACS 1-Year Comparison Profiles		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ACS 1-Year Subject Tables		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ACS 1-Year Selected Population Profiles		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ACS 5-Year American Indian and Alaska Native Tables		✓					✓				
ACS 5-Year Selected Population Tables		✓					✓				
ACS 5-Year Detailed Tables		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ACS 5-Year Data Profiles		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ACS 5-Year Comparison Profiles							✓	✓	✓	✓	✓
ACS 5-Year Subject Tables		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ACS Supplemental Estimates						✓	✓	✓	✓	✓	✓

	2000	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Decennial Summary File 1 (SF1), Summary File 2 (SF2)	✓	✓									
Decennial Summary File 3 (SF3), Summary File 4 (SF4)	✓										
Decennial Summary File 2 (SF2), Summary File 3 (SF3), Summary File 4 (SF4) Demographic Profile	✓										
Decennial National Redistricting Data		✓									
Decennial Redistricting Data (PL 94-171)	✓	✓									
Decennial American Indian and Alaska Native Demographic Profile	✓										
Decennial American Samoa Summary File	✓	✓									
Decennial Guam, Northern Mariana Island, and U.S. Virgin Islands Summary File	✓	✓									
Decennial Year of Entry: Guam, American Samoa, and Northern Mariana Islands		✓									

ask.census.gov/prweb/PRServletCustom?pyActivity=pyMobileSnapStart&ArticleID=KCP-5489

data.census.gov Demo

1. Getting Started with Census Bureau Data

Example: Geography Profile and Data Profiles for Fayette County, KY

2. Search by Dataset and Save Results

Example: Hispanic population in Chicago based on the 2010 Census Redistricting PL 94-171

3. Search by Industry Code, Format Table, Download

Example: Sorted list of the number of hotels for all counties in Washington

4. Search by Topic and Mapping

Example: Median household income for all census tracts in Davidson County, TN

When Is the First 2020 Census Data Release on data.census.gov?

The screenshot shows the navigation menu on data.census.gov. On the left, under 'BROWSE FILTERS', 'Surveys' is selected. In the center, under 'SURVEYS', 'Decennial Census' is highlighted. On the right, under 'DECENNIAL CENSUS', 'Redistricting Data (PL 94-171)' is checked.

BROWSE FILTERS	SURVEYS	DECENNIAL CENSUS
Topics	American Community Survey	Demographic Profile
Geography	Decennial Census	<input type="checkbox"/> American Indian and Alaska Native Summary File
Years	Decennial Census of Island Areas	<input type="checkbox"/> Count Question Resolution
Surveys	Economic Census	<input type="checkbox"/> National Redistricting Data
Codes	Economic Census of Island Areas	<input checked="" type="checkbox"/> Redistricting Data (PL 94-171)
	Economic Surveys	<input type="checkbox"/> State Legislative District Demographic Profile (100-Percent)
	Population Estimates	<input type="checkbox"/> State Legislative District Demographic Profile (Sample)
	Public Sector	<input type="checkbox"/> State Legislative District Summary File (100-Percent)
		<input type="checkbox"/> State Legislative District Summary File (Sample)

2020 Census Redistricting Data (P.L. 94-171):

- data.census.gov release Sept 16, 2021
- Legacy Summary File release by Aug 16, 2021

Includes:

- 6 tables covering basic data on race, Hispanic Origin, group quarters population, and occupancy status
- Selected geographic areas down to the block level

More 2020 Census products coming later

[census.gov/programs-surveys/decennial-census/about/rdo/summary-files.html](https://www.census.gov/programs-surveys/decennial-census/about/rdo/summary-files.html)

data.census.gov Demo

1. Getting Started with Census Bureau Data

Example: Geography Profile and Data Profiles for Fayette County, KY

2. Search by Dataset and Save Results

Example: **Hispanic population in Chicago based on the 2010 Census Redistricting PL 94-171**

3. Search by Industry Code, Format Table, Download

Example: Sorted list of the number of hotels for all counties in Washington

4. Search by Topic and Mapping

Example: Median household income for all census tracts in Davidson County, TN

How Can I Learn More About the 2020 Census?

The screenshot shows the United States Census Bureau website. At the top left is the logo with the text "United States Census Bureau". To its right is a search bar with a magnifying glass icon and the word "Search". Below this is a dark navigation bar with white text for "BROWSE BY TOPIC", "EXPLORE DATA", "LIBRARY", "SURVEYS/ PROGRAMS", "INFORMATION FOR...", "FIND A CODE", and "ABOUT US". Below the navigation bar is a breadcrumb trail: "// Census.gov > Decennial Census of Population and Housing > Decennial Census by Decades > 2020 Census Decade > 2020 Census". To the right of the breadcrumb are social media icons for Facebook, Twitter, and LinkedIn. The main heading is "2020 Census" in a large, bold, dark blue font. Below the heading is a paragraph: "The 2020 Census counted every person living in the United States and the five U.S. territories. It marked the 24th census in U.S. history and the first time that households were invited to respond to the census online." Below this paragraph are three featured articles, each with a square image and a title. The first article has a blue and green data visualization image and is titled "2020 Census Results". The second has a red and blue data visualization image and is titled "2020 Census Data Quality". The third has an aerial photograph of a snowy village and is titled "A Look Back at the 2020 Census". Each article has a short introductory paragraph below its title.

United States
Census
Bureau

Search

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

// Census.gov > Decennial Census of Population and Housing > Decennial Census by Decades > 2020 Census Decade > 2020 Census

2020 Census

The 2020 Census counted every person living in the United States and the five U.S. territories. It marked the 24th census in U.S. history and the first time that households were invited to respond to the census online.

2020 Census Results

Learn more about the data from the 2020 Census, including apportionment counts, redistricting data, and public use files.

2020 Census Data Quality

We check the quality of our work every step of the way. When we release data, we make sure they meet our quality standards.

A Look Back at the 2020 Census

It all began on a January afternoon, in the remote Alaskan village of Toksook Bay...

Data Products

2020.census.paperwork@census.gov

Other 2020 Census Topics

pio@census.gov

census.gov/programs-surveys/decennial-census/decade/2020/2020-census-main.html

data.census.gov Demo

1. Getting Started with Census Bureau Data

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4. Search by Topic and Mapping

Example: Median household income for all census tracts in Davidson County, TN

Median Income in Davidson County, TN

The screenshot shows the United States Census Bureau data interface. At the top, the search bar contains "income davidson county, tn". The "Tables" tab is selected. The table title is "MEDIAN HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2019 INF...". The survey is identified as "American Community Survey" and the product as "2019: ACS 1-Year Estimates ...". The table ID is B19013 and the universe is "Households". The data is for "Davidson County, Tennessee". A table with the following structure is displayed:

Davidson County, Tennessee		
Label	Estimate	Margin of Error
Median household income in the past 12 month...	63,938	±2,439

The value "63,938" in the Estimate column is highlighted with an orange box. On the left side, there are two table descriptions: "MEDIAN HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2019 INFLATION-ADJUSTED DOLLARS)" and "MEDIAN HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2019 INFLATION-ADJUSTED DOLLARS) (WHITE ALONE HOUSEHOLDER)".

- Median household income in Davidson County, TN is \$63,938, but how can we visualize what this looks like within the county?

data.census.gov Demo

1. Getting Started with Census Bureau Data

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Example: Hispanic population in Chicago based on the 2010 Census Redistricting PL 94-171

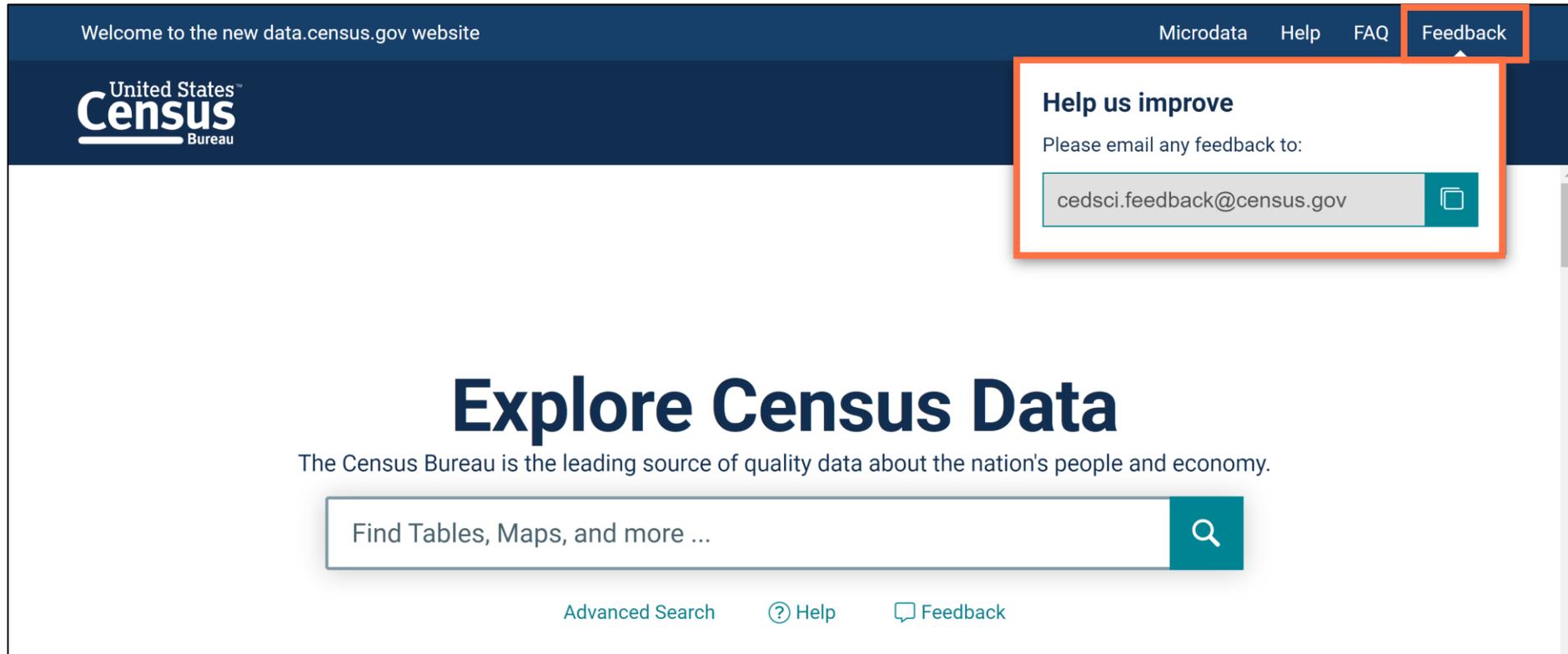
3. Search by Industry Code, Format Table, Download

Example: Sorted list of the number of hotels for all counties in Washington

4. Search by Topic and Mapping

Example: Median household income for all census tracts in Davidson County, TN

Our Development Depends on YOUR Feedback



Welcome to the new data.census.gov website

Microdata Help FAQ **Feedback**

United States
Census
Bureau

Help us improve
Please email any feedback to:
cedsci.feedback@census.gov

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The Census Bureau is the leading source of quality data about the nation's people and economy.

Find Tables, Maps, and more ...

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Check out data.census.gov and provide comments at cedsci.feedback@census.gov

Email Updates

Get data.census.gov updates delivered to your inbox!

Sign up for email updates:
<https://public.govdelivery.com/accounts/USCENSUS/signup/15450>



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- data.census.gov Updates
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Select your state: *

By checking this box, you consent to our [data privacy policy](#). *

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United States[®] Census Bureau

Data.census.gov Newsletter – June 2021

Welcome to the new monthly data.census.gov newsletter! Each month, you will learn about the latest system updates, data releases, and educational opportunities for data.census.gov.

Latest System Updates

Last month, we released new updates to improve your experience on data.census.gov. With this release, you will now see:

- Banner notifications
- URLs in search results
- Compressed download size
- Geography Profile enhancements
- Fixes to 30 defects

Learn More

A major theme of the release is to provide better information as you work through the platform. This includes new banner functionality to alert you to key updates and critical notifications. For example, when data

Upcoming Webinar:
[Data.census.gov News & Updates – June 2021](#)
6/22: 2:00-2:30pm ET
Stay up to date with the latest round of enhancements to data.census.gov.

Recorded Webinar:
Making the Most of Mapping on [Data.census.gov](https://data.census.gov)



Learn more about the possibilities the mapping feature of data.census.gov has to offer.

Learn More

data.census.gov Resources page:

[census.gov/data/what-is-data-census-gov.html](https://www.census.gov/data/what-is-data-census-gov.html)

Census Academy:

[census.gov/data/academy/webinars/upcoming.html](https://www.census.gov/data/academy/webinars/upcoming.html)

Feedback: Email comments to

cedsci.feedback@census.gov



The image displays a collage of screenshots from the data.census.gov website. The main screenshot shows the 'What's New' page with a navigation bar at the top containing 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/ PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. The main content area features a large heading 'data.census.gov Resources' and a sub-heading '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.' Below this, there are icons for a QR code and a gear with a smartphone. The left sidebar lists 'WHAT IS DATA.CENSUS.GOV?', 'About data.census.gov', 'News and Updates', 'Guidance for Data Users', and 'Outreach'. Other screenshots show pages for 'Video Tutorials', 'Webinars', 'Release Notes', 'News and Updates', and 'Document and Defects'. The 'News and Updates' page lists 'New Releases' for June 18, 2020, including '2010 American Community Survey 5-Year Selected Population Tables' and '2017 Economic Census US Basic Data (additional states/sectors)'. The 'Webinars' page includes a section for 'New Updates to data.census.gov - December 2019'. The 'Release Notes' page mentions 'The purpose of this page is to summarize functionality included in the release of the Census Bureau's developing data dissemination platform at data.census.gov.'

Questions / Comments

Andy Hait	Andrew.W.Hait@census.gov	301-763-6747
Caleb Hopley	Acso.Users.Support@census.gov	301-763-1405
Tyson Weister	Tyson.Weister@census.gov	301-763-9135
Chuck Brady	Charles.F.Brady@census.gov	301-763-6707