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

United States® Census Bureau

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

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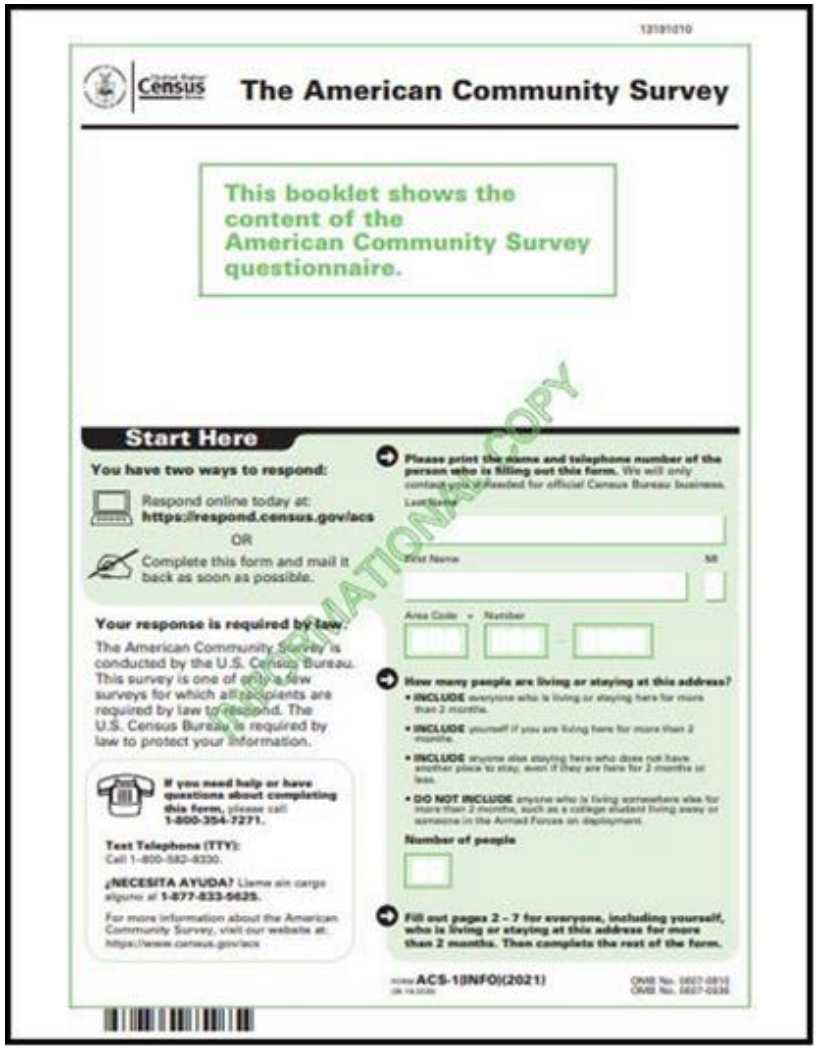
The American Community Survey

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)



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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

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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

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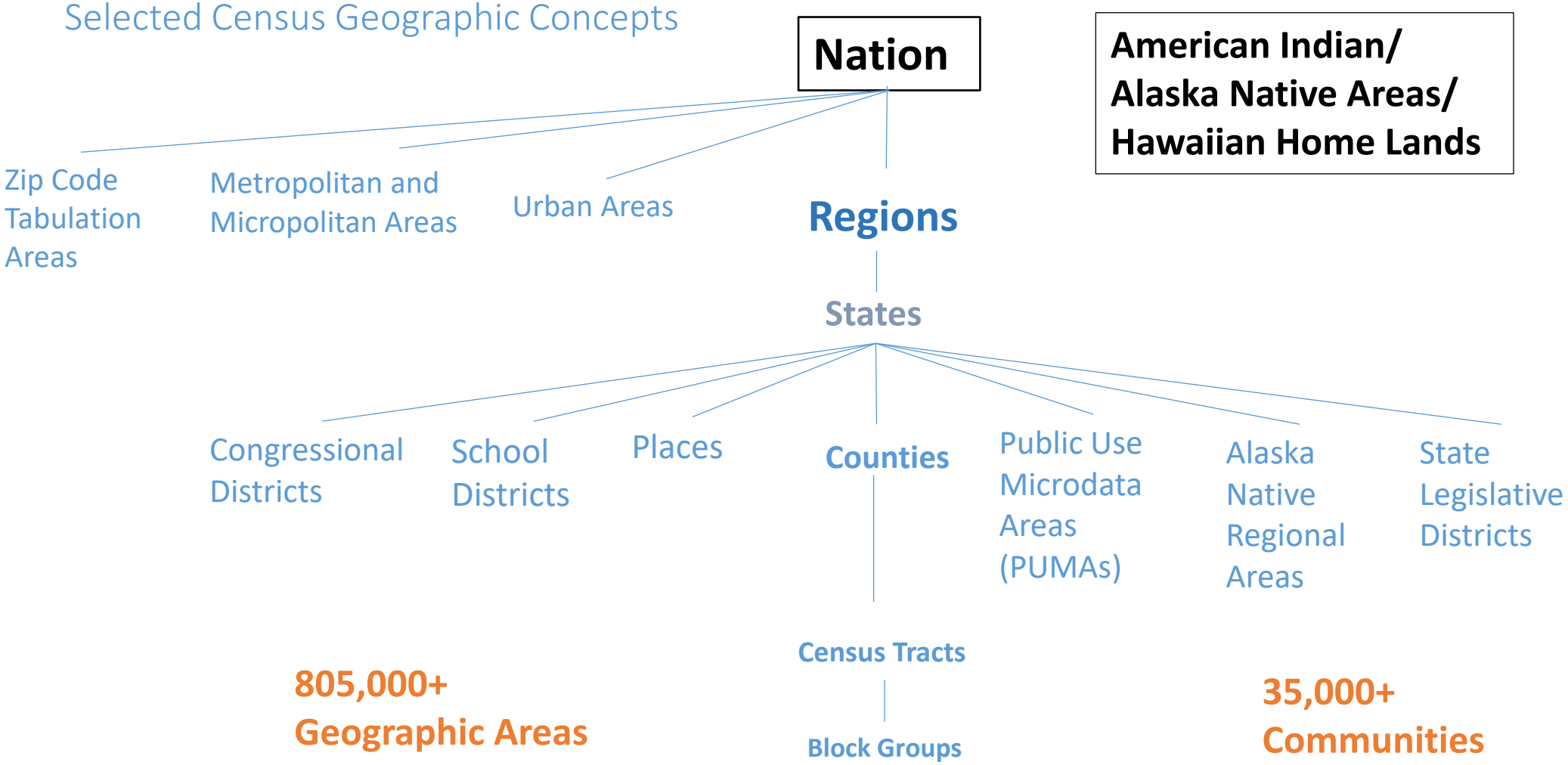
Selected Census Geographic Concepts



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Differences between Census Economic Programs and the American Community Survey

	Economic Programs	**ACS**
Estimate Base	Establishment	Household
Industry	NAICS	Census Codes
Geographies	ZIP Codes, Tribal businesses, Public establishment	ZCTAs, Tribal areas, Public area, extra geographies

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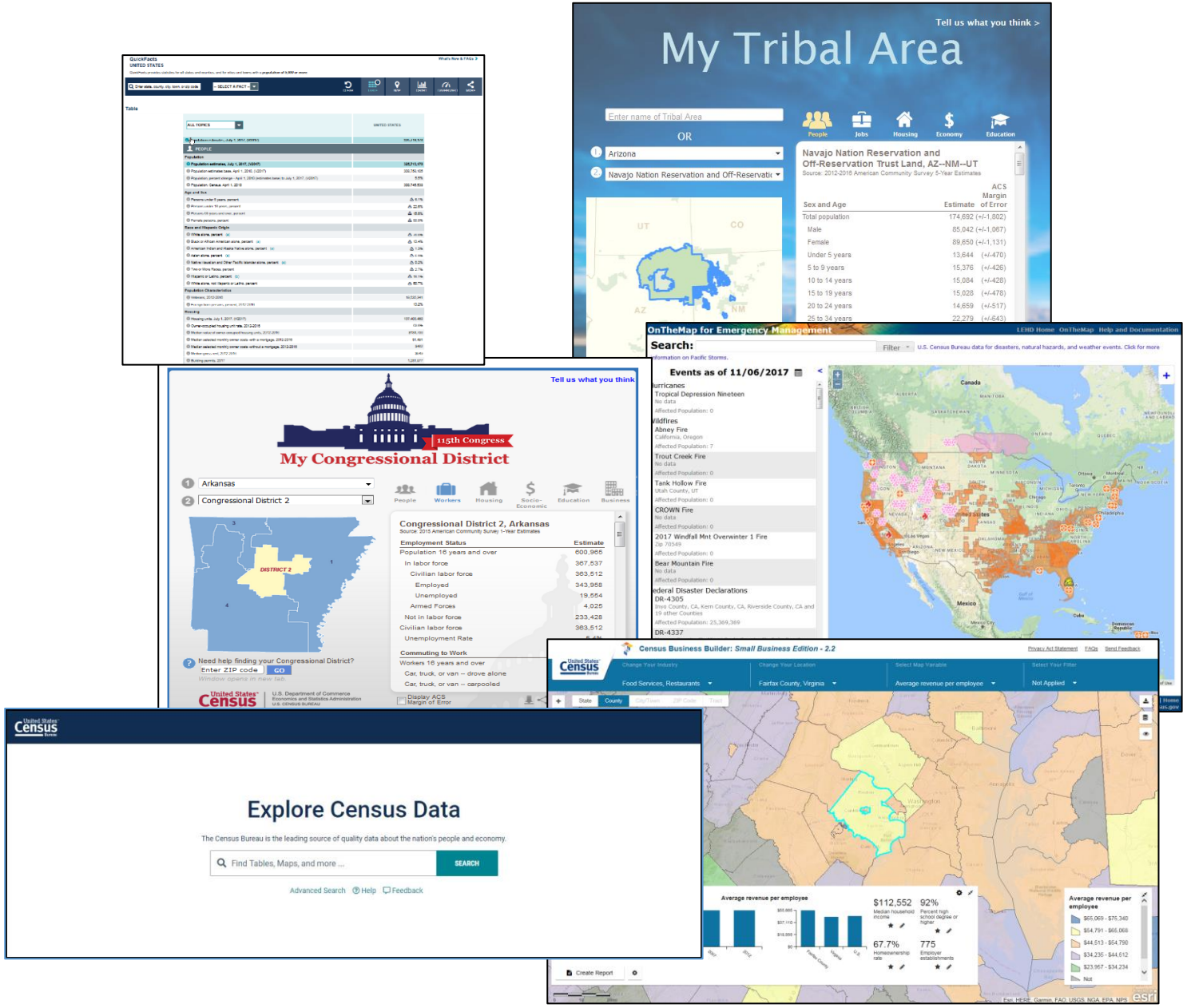
The American Community Survey

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



census.gov/data/data-tools.html

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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

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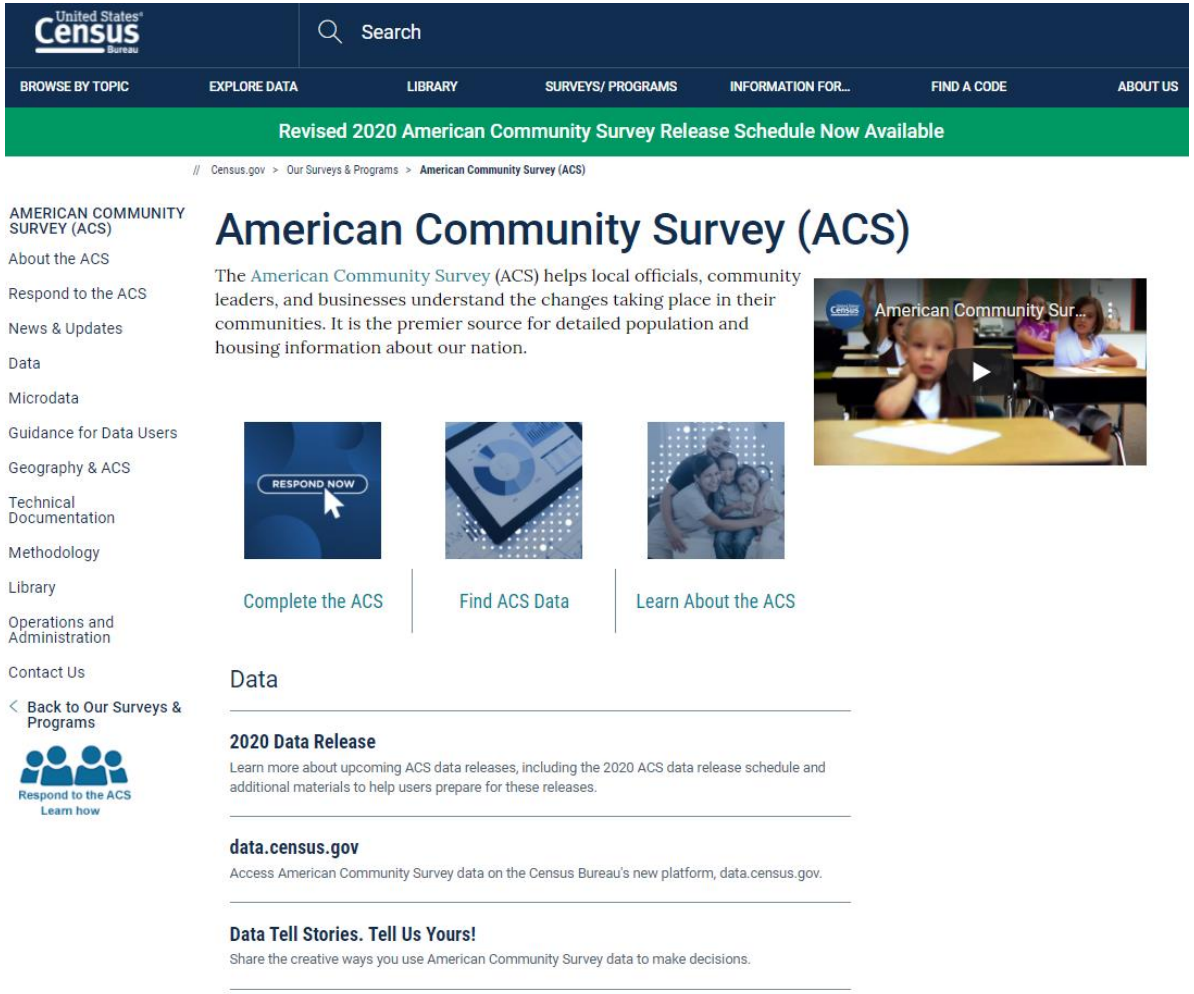
The American Community Survey

Main Page



census.gov/acs

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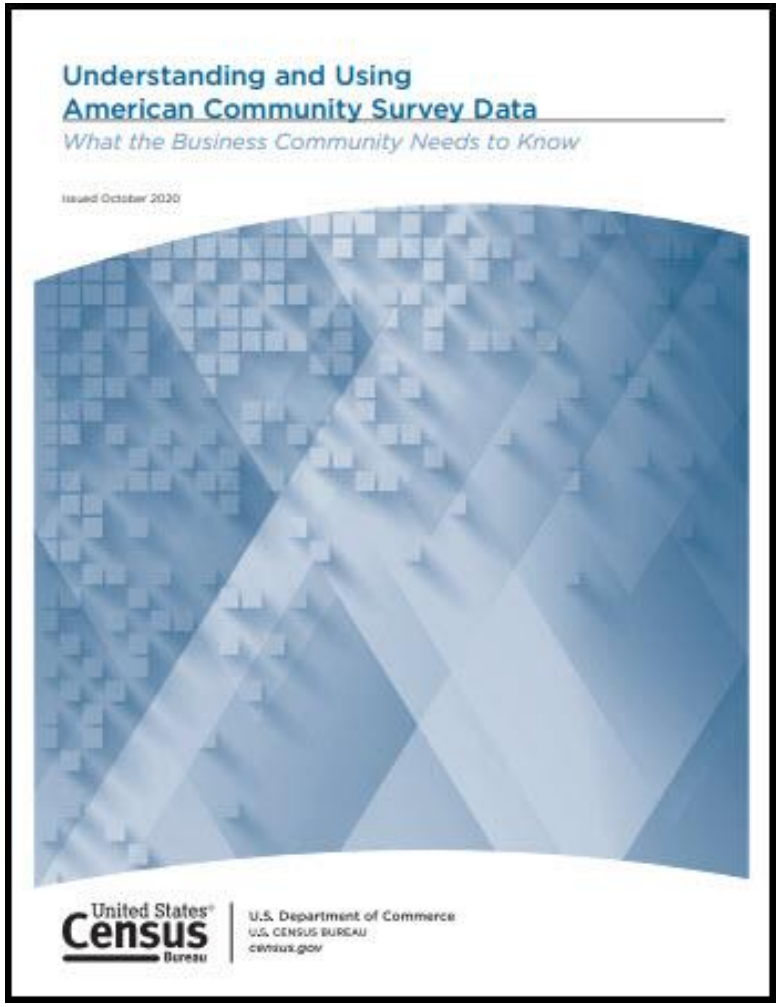
ACS Handbook for Businesses



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

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Data Tell Stories. Tell us Yours!

Your story

Your data details

Your outcome

census.gov/acs/www/share-your-story

census.gov/programs-surveys/acs/about/acs-data-stories.html

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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

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The American Community Survey

Continue the Conversation

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

More information online:
census.gov/acs

Census Customer Service Center
800-923-8282

Social media: @uscensusbureau
#ACSdata

ACS:
acso.users.support@census.gov

Source Us:

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

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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

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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

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COVID-19 Hub

https://covid19.census.gov/

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

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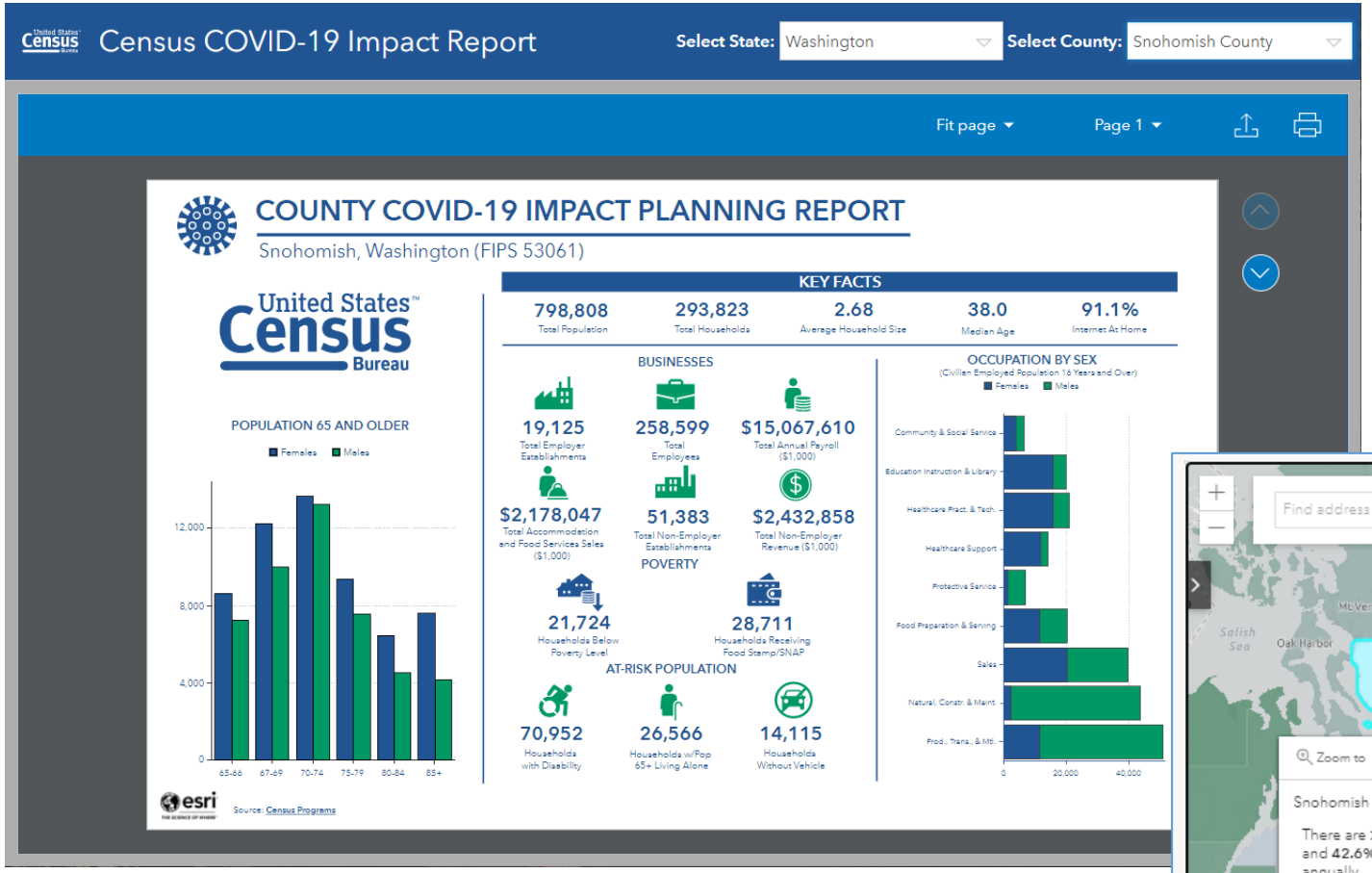
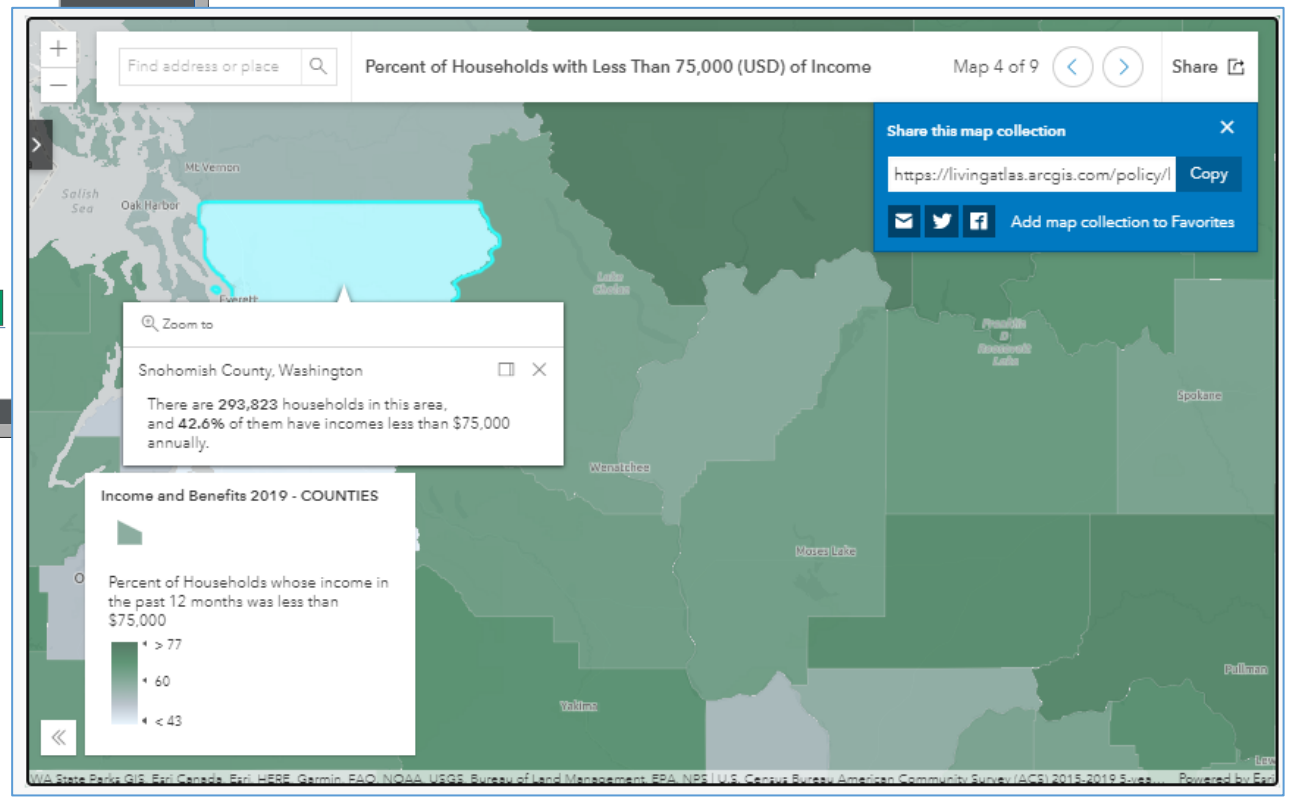


Interactive Dashboards and Policy Maps



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

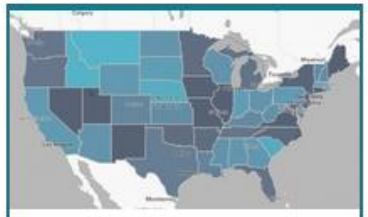
Covid-19 Surveys and Estimates

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 stat 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

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Additional Datasets

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.

American Alliance of Museums · Challenger, Gray & Christmas, Inc. · SBA U.S. Small Business Administration · USDA · United Cens · CDC Centers Control · BEA Bureau of Economic Analysis U.S. Department of Commerce · Eviction Lab · Opportunity Insights · BLS Bureau of Labor Statistics U.S. Department of Labor · womply · FEMA

Open Datasets Page

(Downloadable resources also available)

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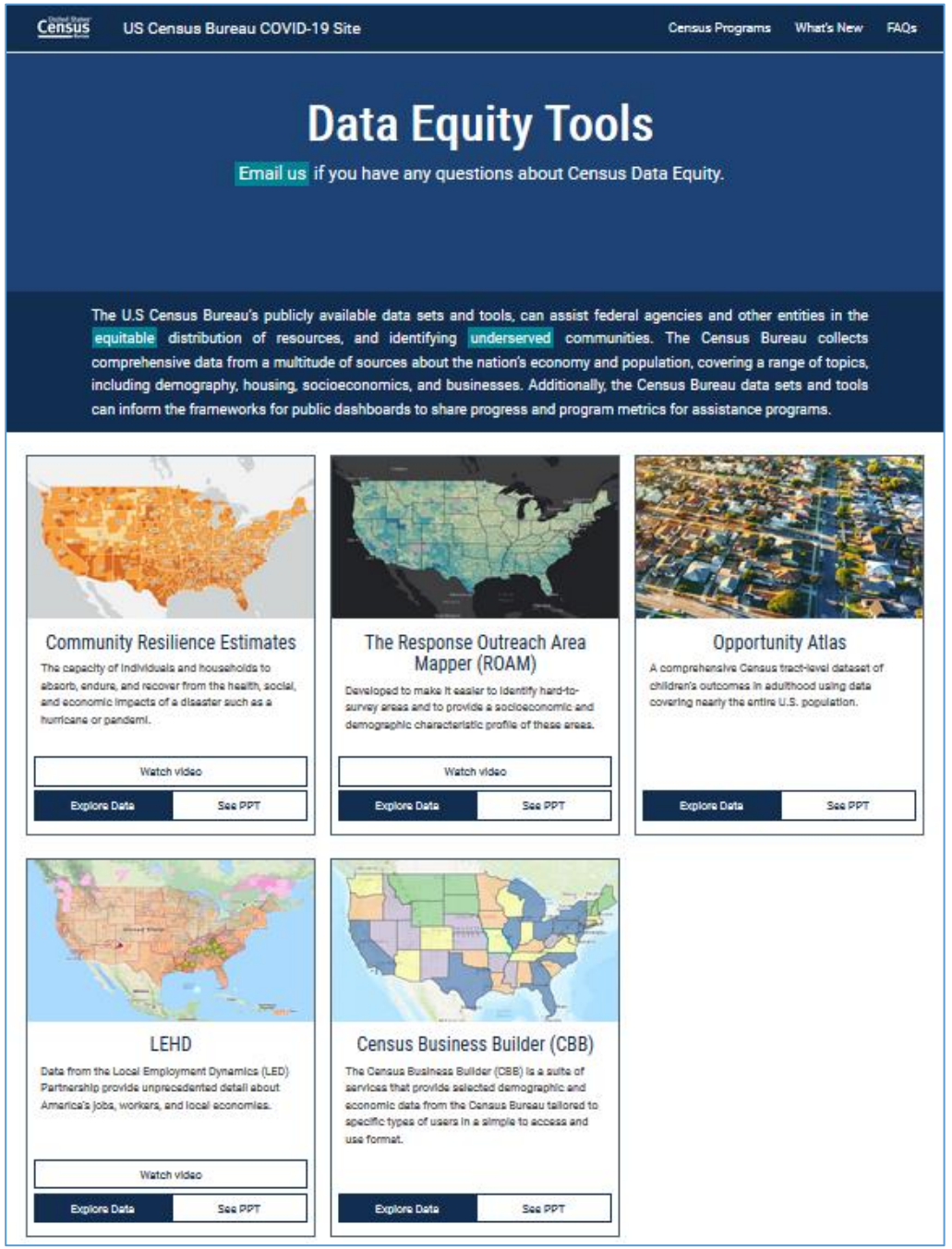
New Data Equity Tools

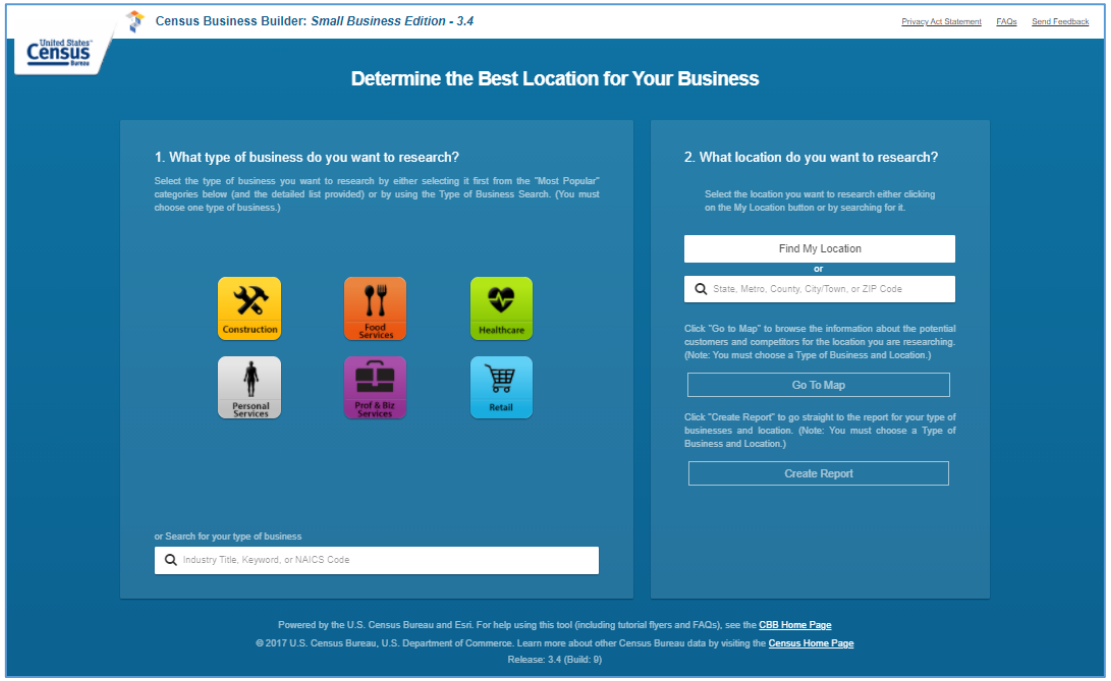
Provides links to 5 programs or data tools that can assist users equitably distribute resources to underserved communities

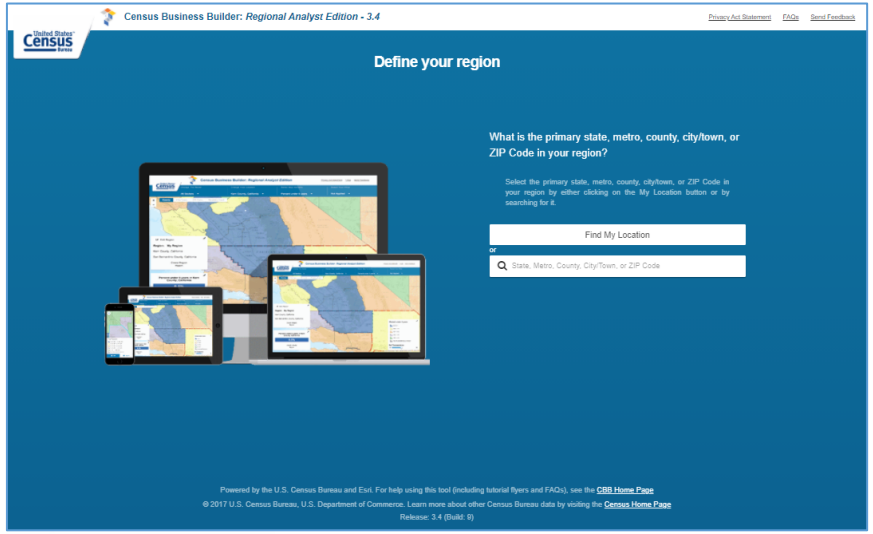
We Want Your Feedback!

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



Census Business Builder





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

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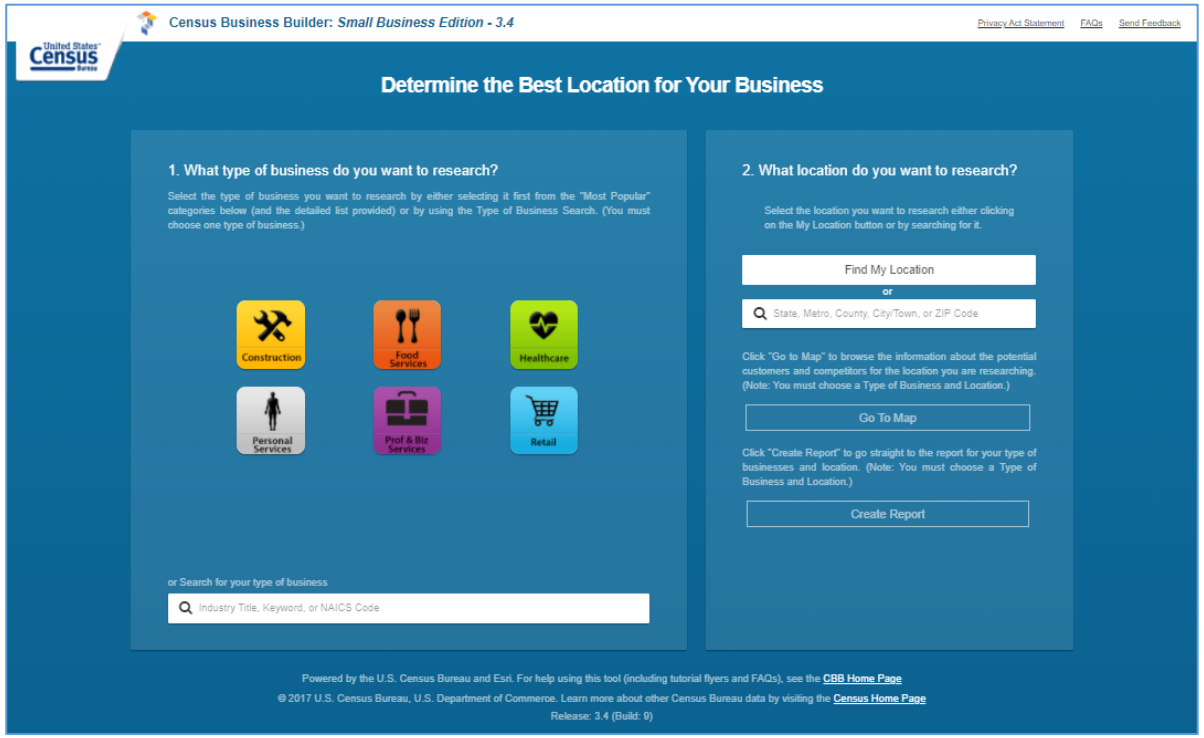
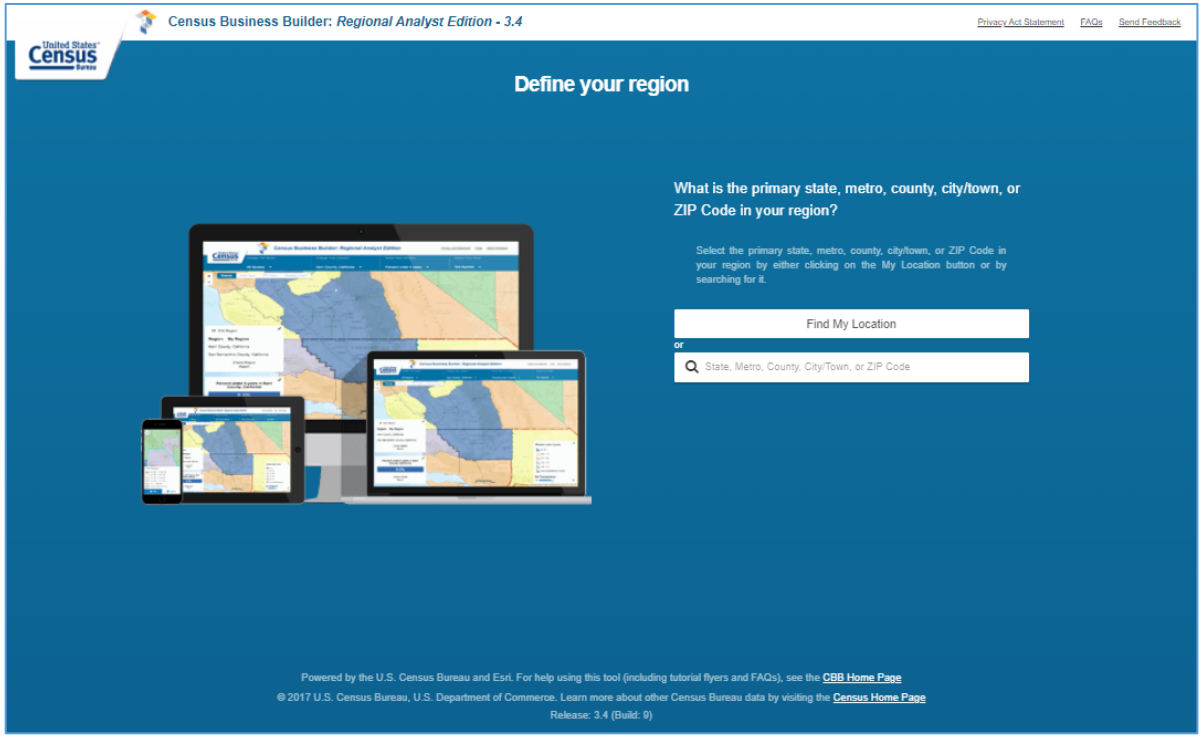
CBB: SBE and CBB: RAE “Splash Page”



Industry and Geography Selection (SBE)

Geography Selection only (RAE)



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CBB: SBE "Map Page"

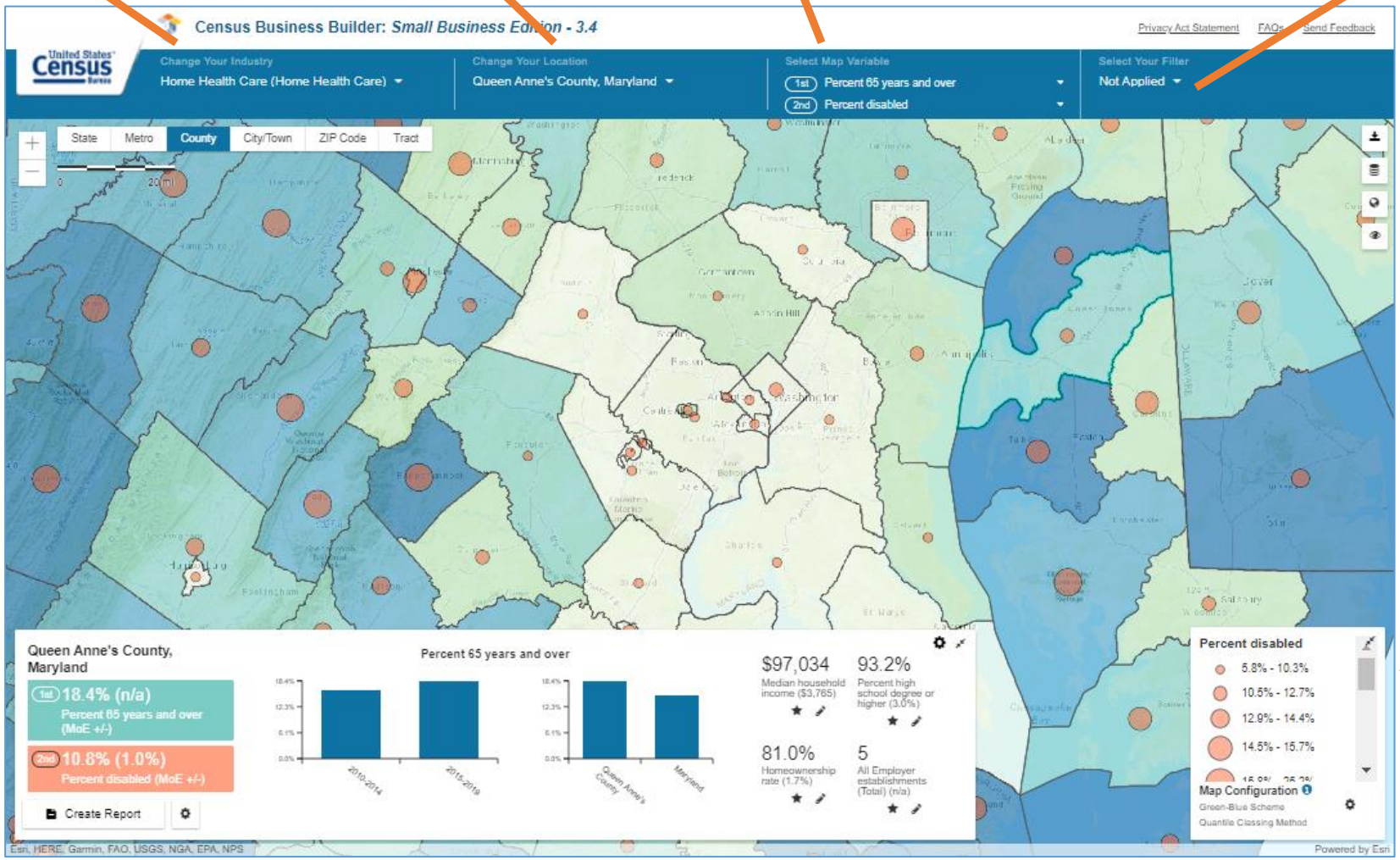
Change Industry Menu (3.4 Added Industry Cluster (SBE Only))

Change Geography Menu

Map Variables Menu (3.3 Added Bi-Variate Mapping)

Filter Menu

Geographic Levels Menu and Zoom Buttons (3.4 Added Metros)

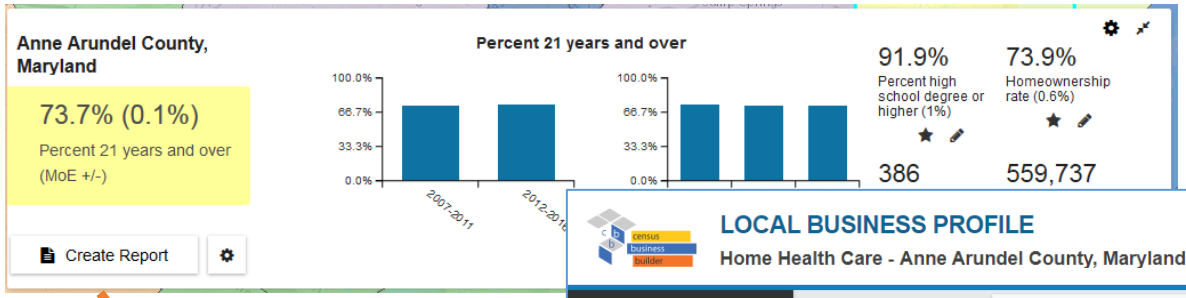


Map Buttons

Map Dashboard (3.3 Update)

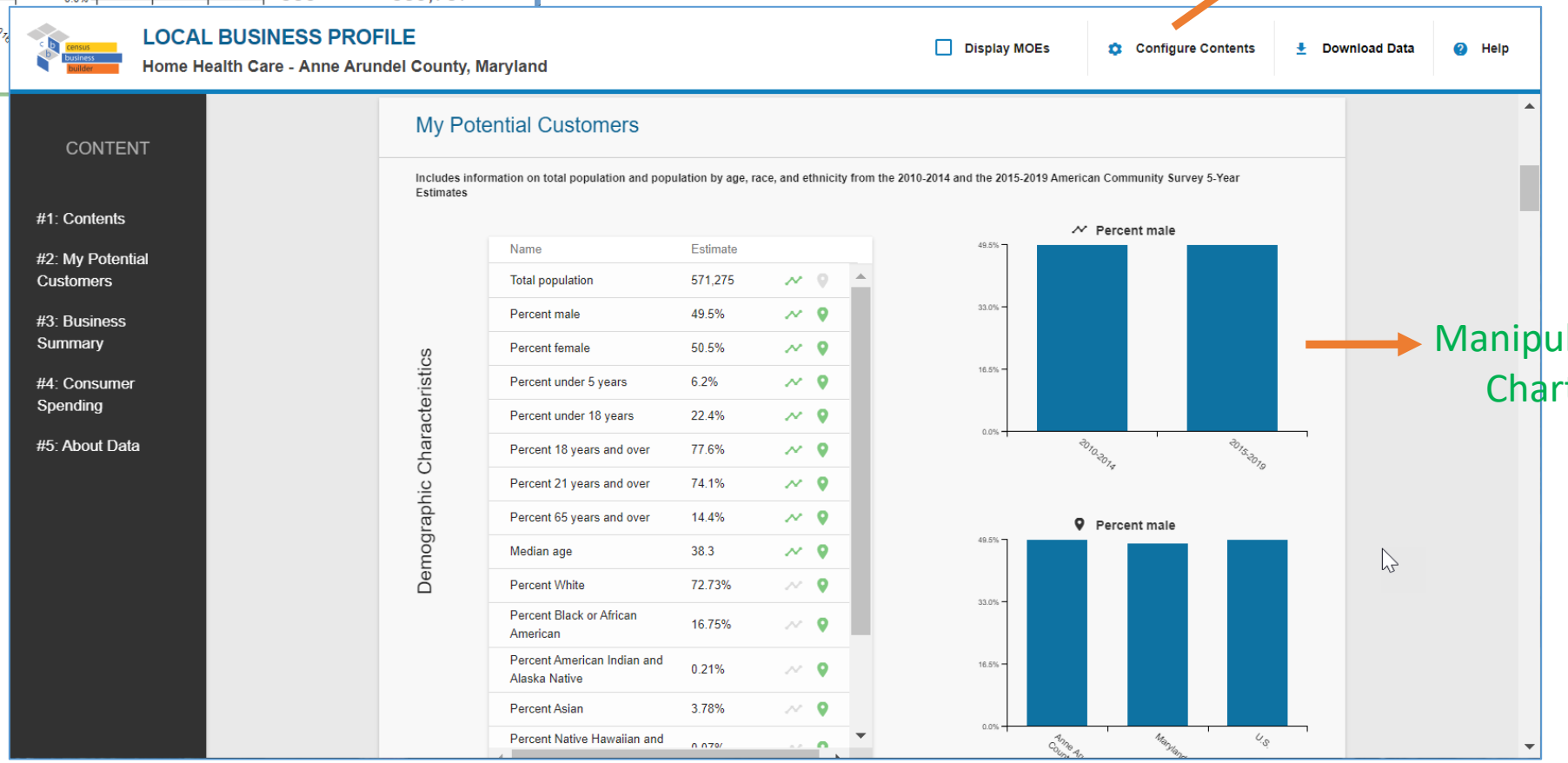
Map Legend (3.3 Update)

CBB: SBE Report



Report Options

Create Report Button and Report



Manipulable Charts

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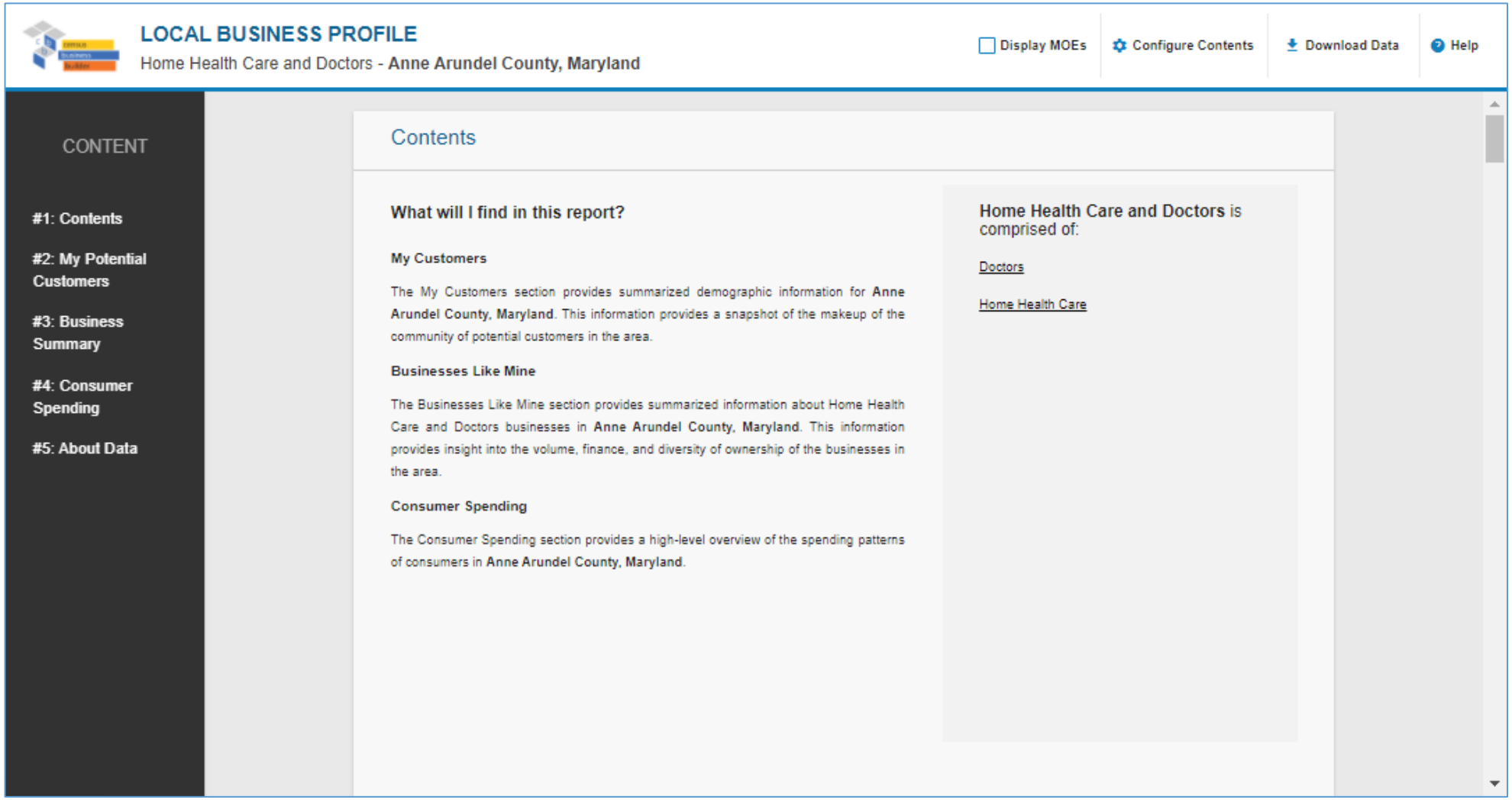
CBB: SBE Industry Cluster Report



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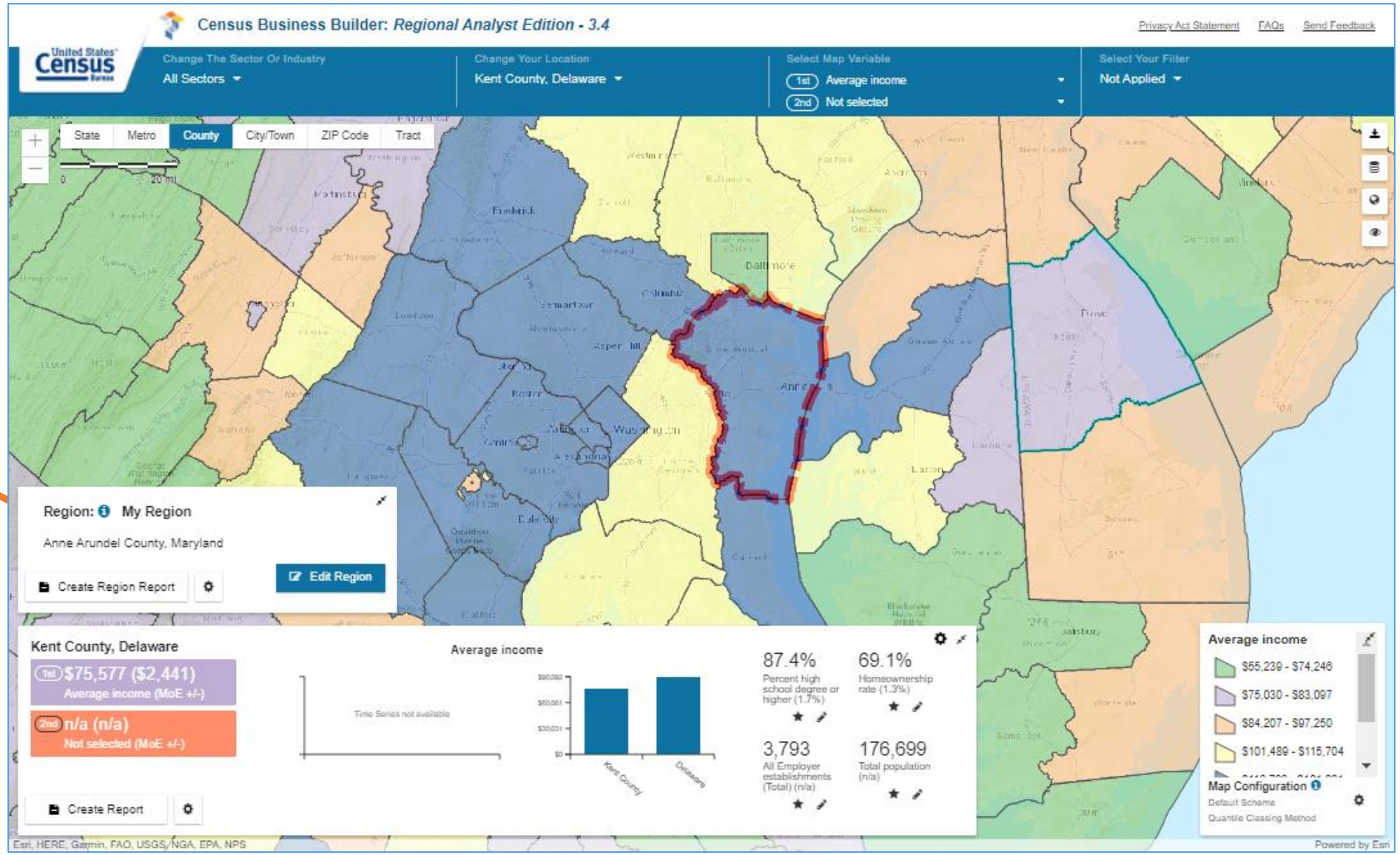
CBB: RAE “Map Page”

Region Panel



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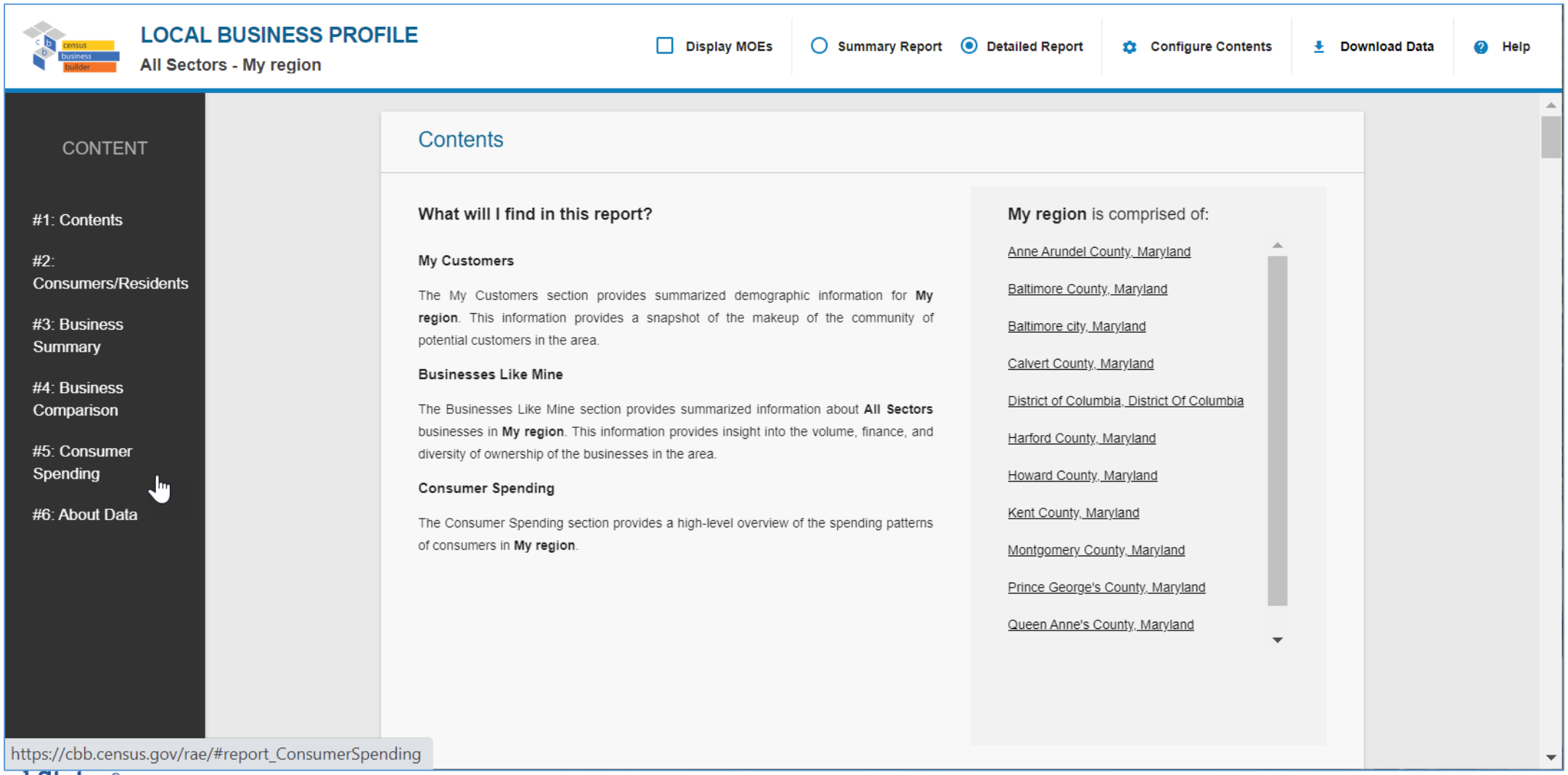
CBB: RAE Region Report



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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)

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Thank You!

Contact me at:

andrew.w.hait@census.gov

(301)763-6747

For local assistance, visit:

https://www.census.gov/regions

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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

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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

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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

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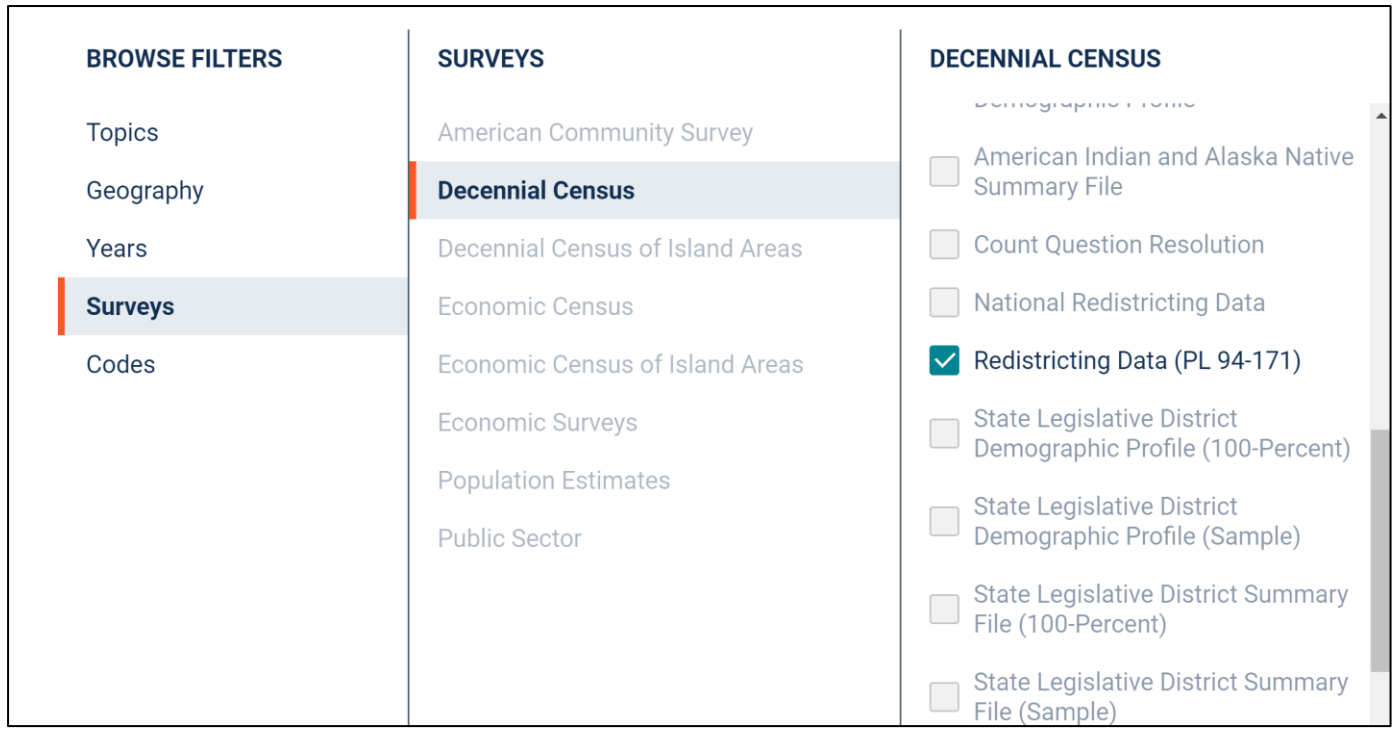
When Is the First 2020 Census Data Release on data.census.gov?



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

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data.census.gov Demo

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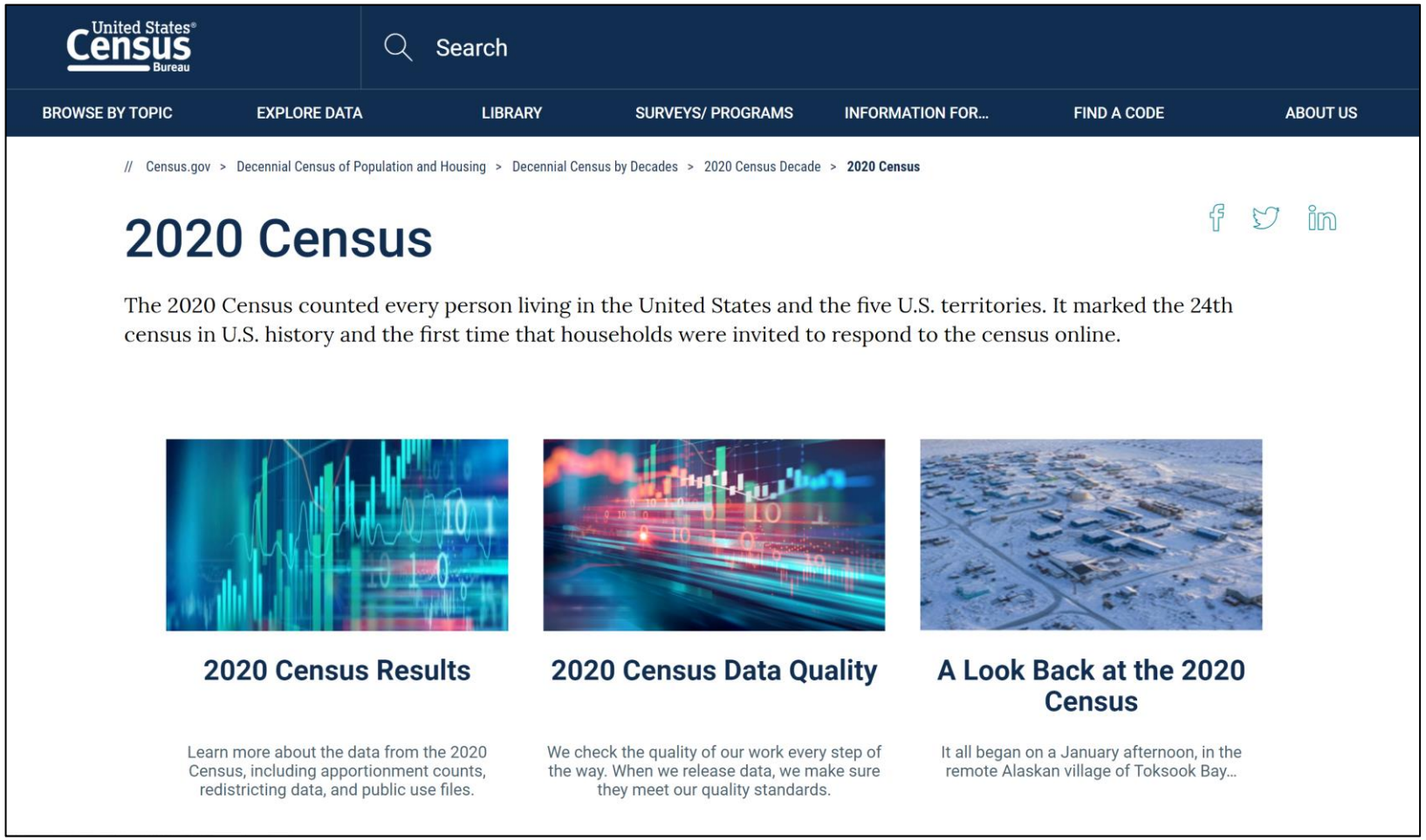
How Can I Learn More About the 2020 Census?



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

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data.census.gov Demo

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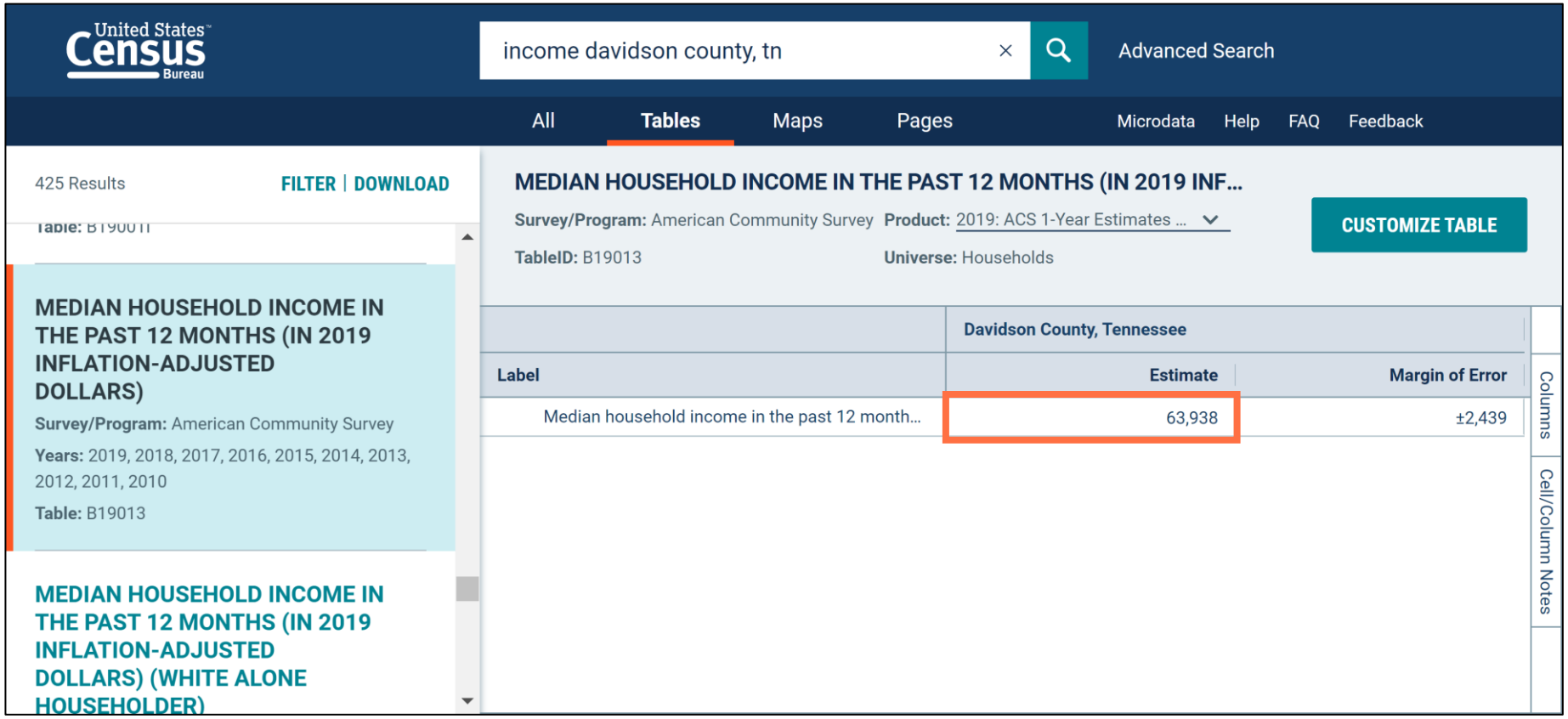
Median Income in Davidson County, TN



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

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data.census.gov Demo

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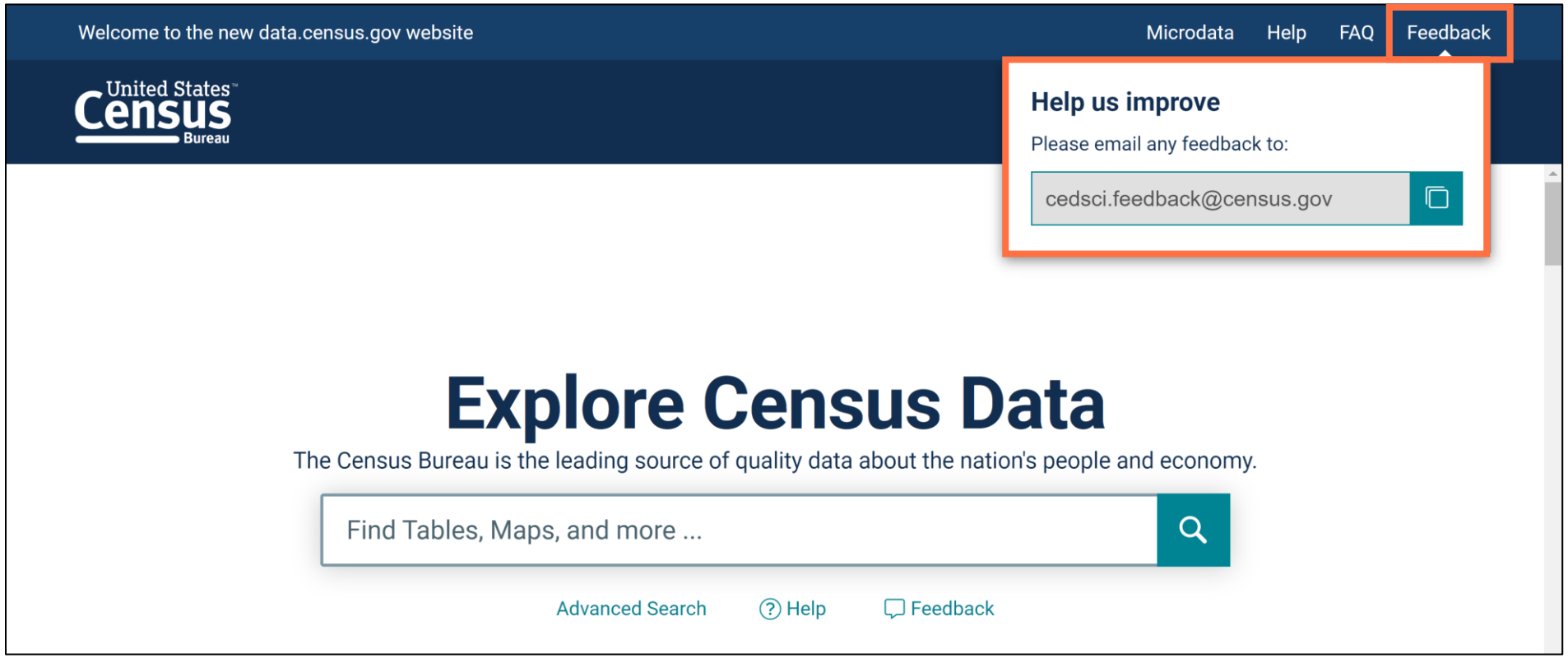
Our Development Depends on YOUR Feedback



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

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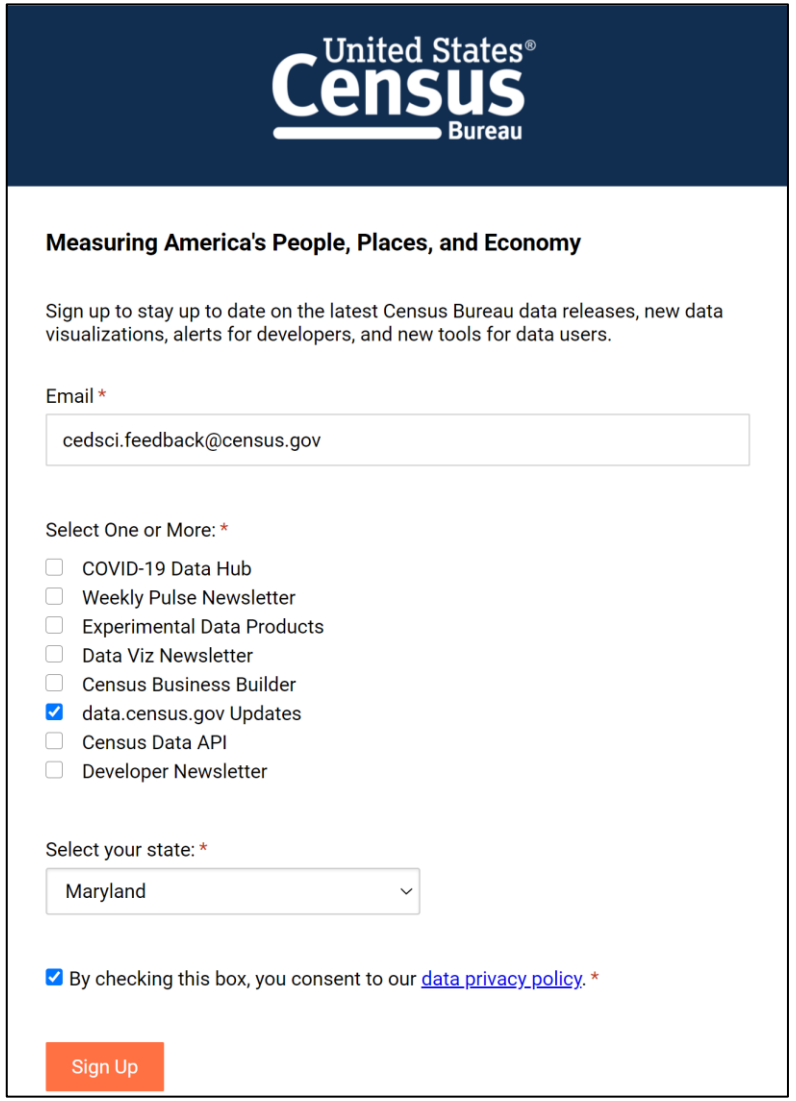
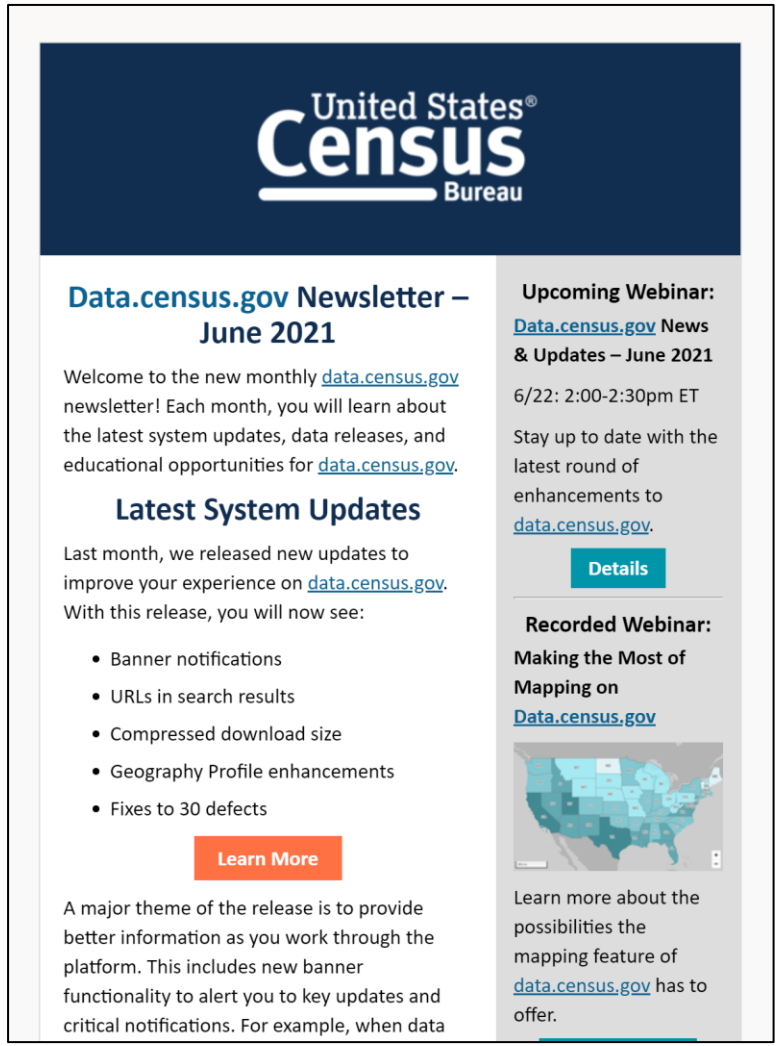
Email Updates

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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Learn More

data.census.gov Resources page:
census.gov/data/what-is-data-census-gov.html

Census Academy:
census.gov/data/academy/webinars/upcoming.html

Feedback: Email comments to
cedsci.feedback@census.gov

Questions / Comments

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Caleb Hopler	Acso.Users.Support@census.gov	301-763-1405
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