Census 101

May 23, 2023

Kim Brown, Training Specialist

U.S. Census Bureau, Data Dissemination and Training Branch

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United States® Census Bureau

Meet Your Presenter

Kim Brown has been with the U.S. Census Bureau for over 40 years, with most of her time spent in customer services and training.

I am currently a training specialist in the Data Dissemination and Training Branch of the Customer Liaison & Marketing Services Office working with the Census Academy.

As a trainer, I guide data users in accessing, understanding and using Census Bureau data, products, and services.

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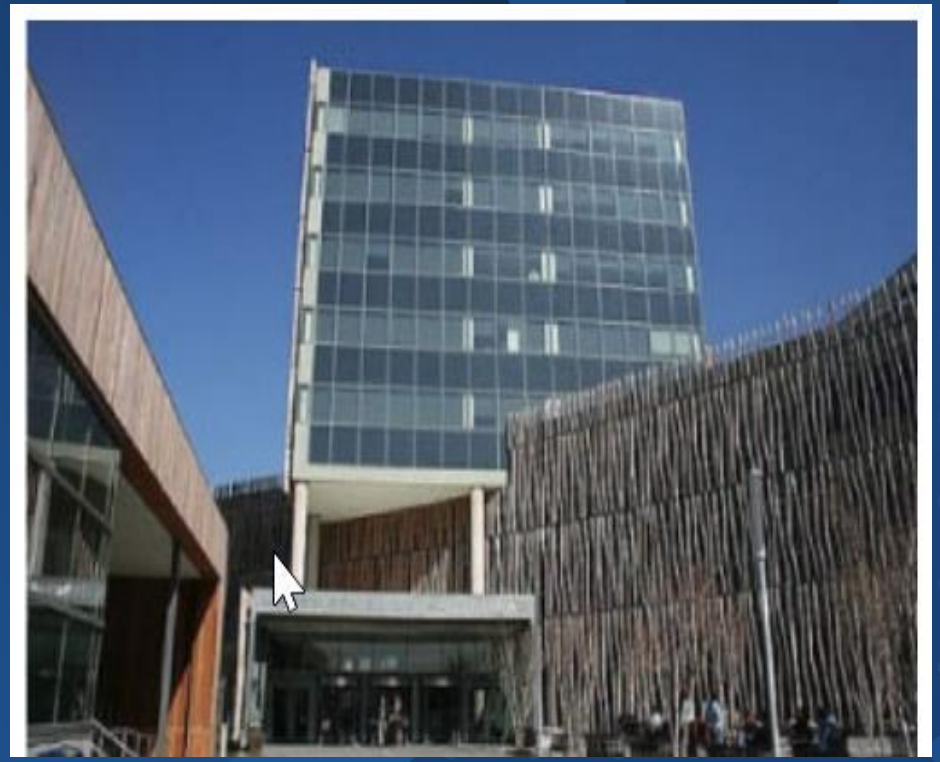
Kim Brown
Training Specialist

In This Presentation

- About Us
- Census Bureau Programs
- Census Bureau Surveys
- Census Bureau Geography
- Data Tools
- Products
- Partners



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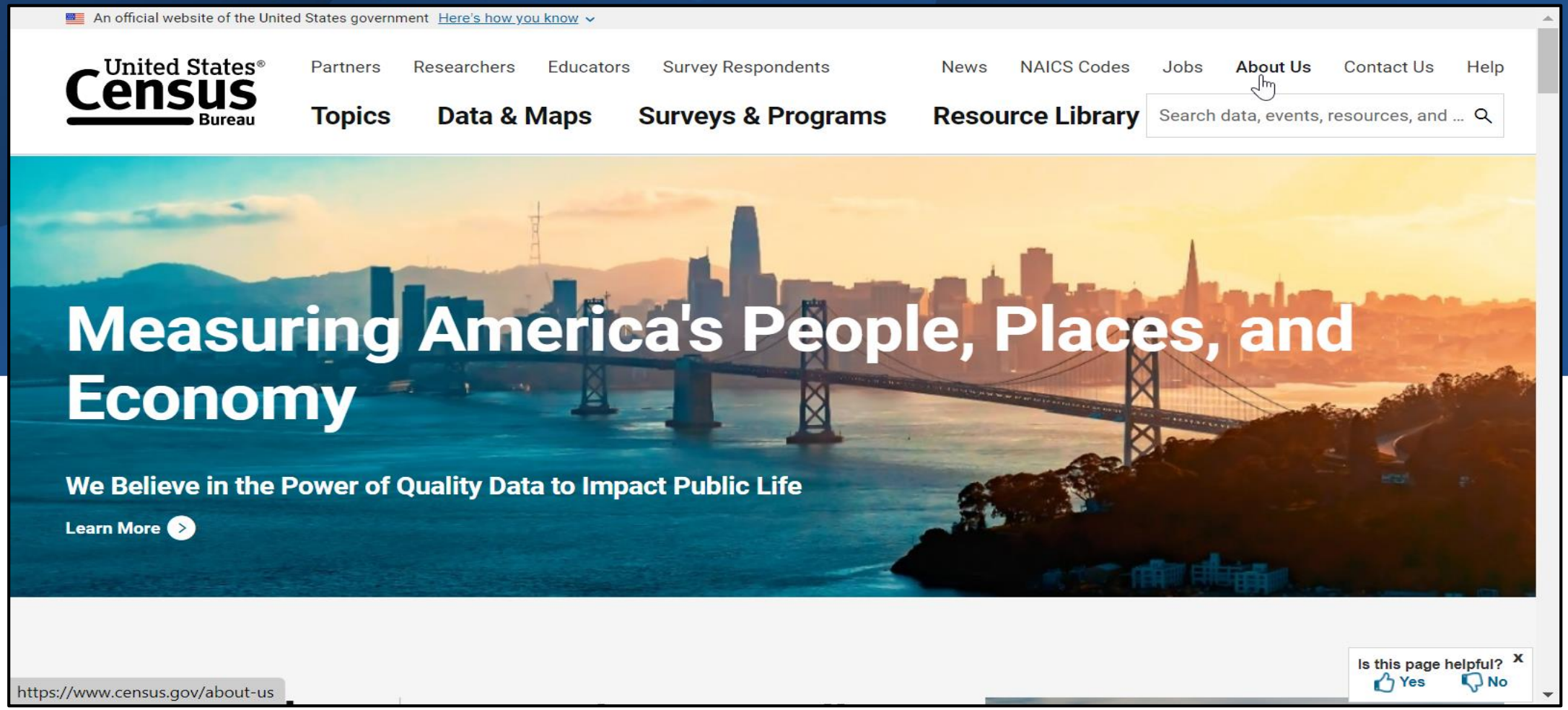
www.census.gov

Census.gov



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Census Bureau Mission Statement

The Census Bureau's Mission is to serve as the nations leading provider of quality data about its people and economy.
Our goal is to provide the best mix of timeliness, relevancy, quality, and cost for the data we collect and the services we provide.

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Organizational Information

- There are 13 major statistical agencies within the U.S. Government
- The Census Bureau
  - Is part of the U.S. Department of Commerce
  - Contains 6 Directorates
  - Contains 29+ Divisions or Offices

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Census Bureau's Offices and Centers

Offices	Number of Offices	Locations			Operating Status
Census Headquarters (HQ)	1	Suitland, MD			Permanent
Computer Center	1	Bowie, MD			Permanent
Contact Centers	2	Jeffersonville, IN	Tucson, AZ		Permanent
International Trade Office	1	Puerto Rico			Permanent
National Processing Center (NPC)	1	Jeffersonville, IN			Permanent
Regional Offices (RO)	6	Atlanta, GA	Denver, CO	New York, NY	Permanent
		Chicago, IL	Los Angeles, CA	Philadelphia, PA	

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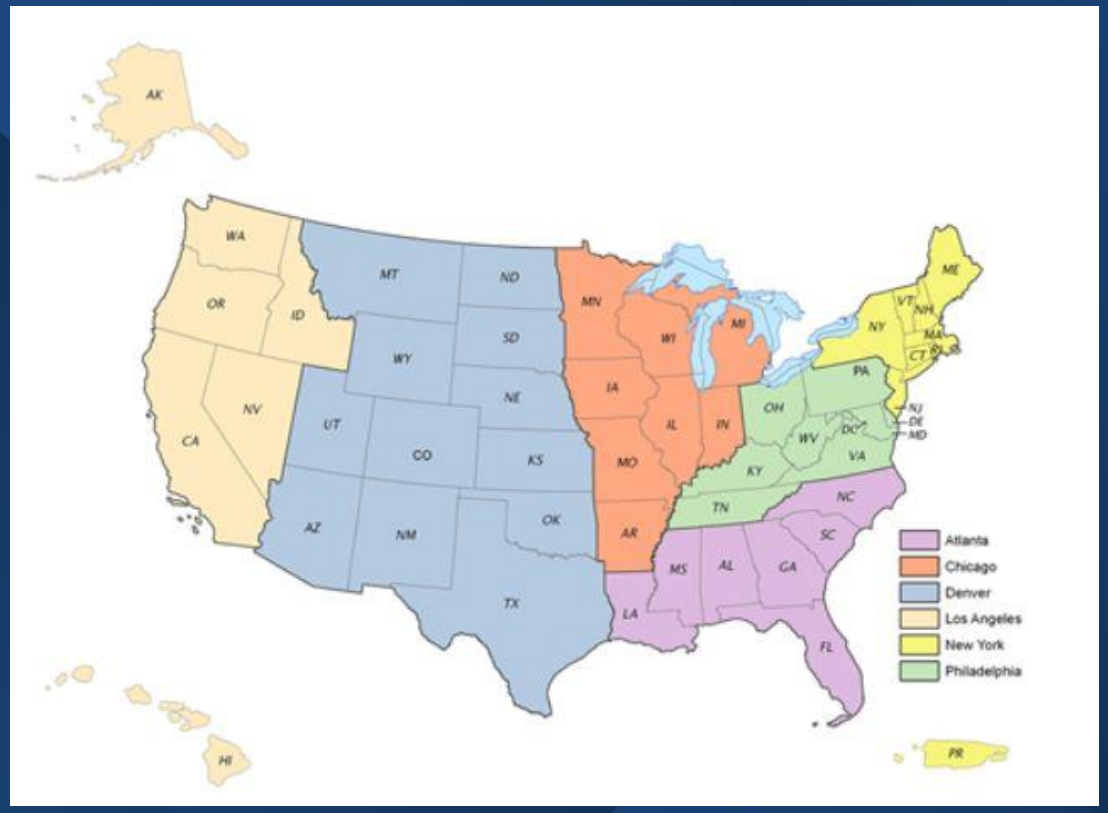
Census Bureau's Regional Office



- Atlanta, Georgia
- Chicago, Illinois
- Denver, Colorado
- Los Angeles, California
- New York City, New York
- Philadelphia, Pennsylvania

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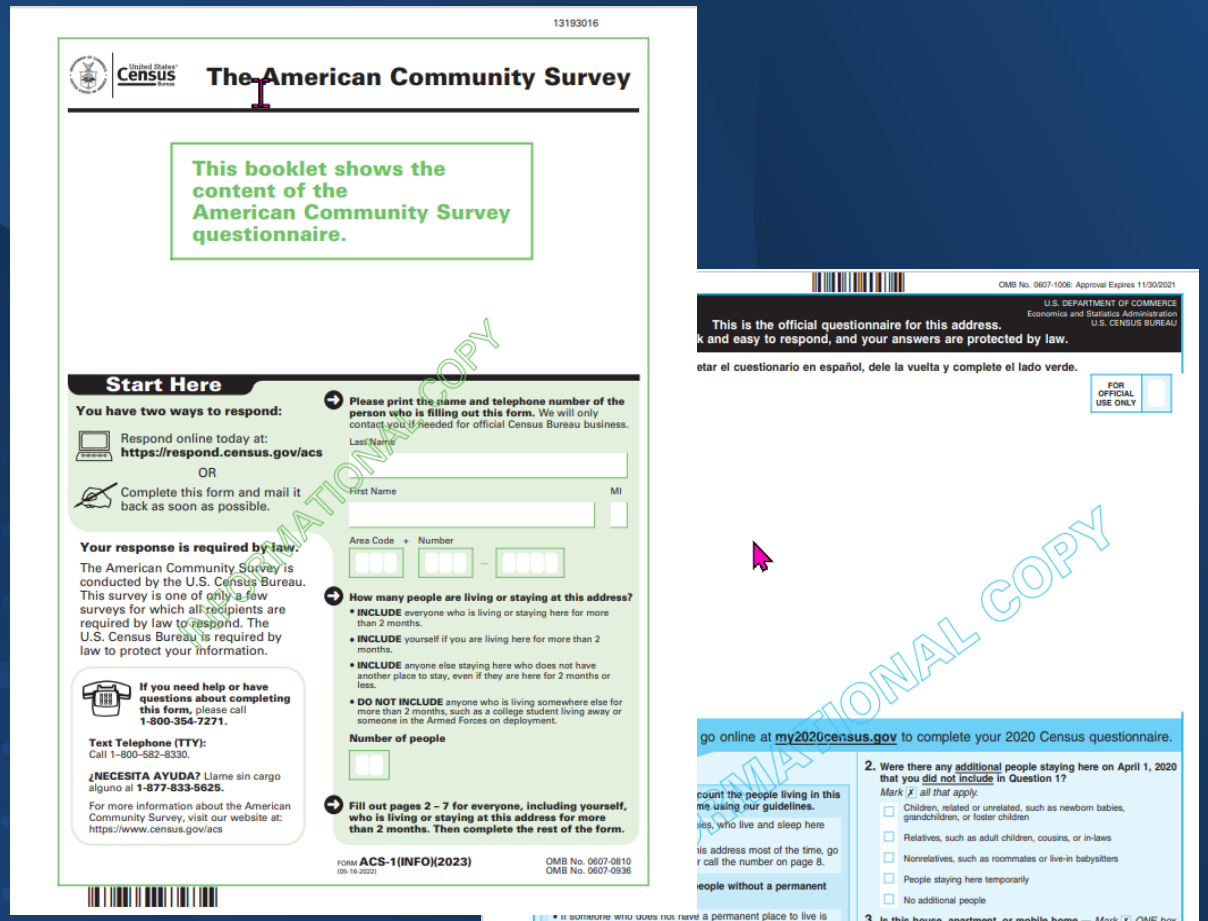
Survey vs. Census



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Census – is a complete count or 100% coverage

Survey – is a sample count and used in an estimate

Censuses

	Decennial Census	Economic Census	Census of Governments
Overview	A constitutionally mandated population and housing count for every resident in the United States	Measures the health of the nation's economy by providing vital statistics about industries and businesses	Identifies the scope and nature of the nation's state and local government sector
Participation	All 50 states, the District of Columbia, Puerto Rico, and the Island Areas	All 50 states, the District of Columbia, Puerto Rico, and the Island Areas	All 50 states and the District of Columbia
Occurrence	Occurs every 10 years on years ending in zero	Occurs every five years on years ending in two and seven	Occurs every five years on years ending in two and seven
Significance	• Used for congressional redistricting • Used for state legislative redistricting • Influences the distribution of $675 billion in federal funds annually	• Influences policy decisions • Used to create key measures for economic activity (ex: GDP) • Used to gauge organizational structures and product trends	• Used to measure economic and financial performance • Use for public policy research • Used to develop programs and budgets

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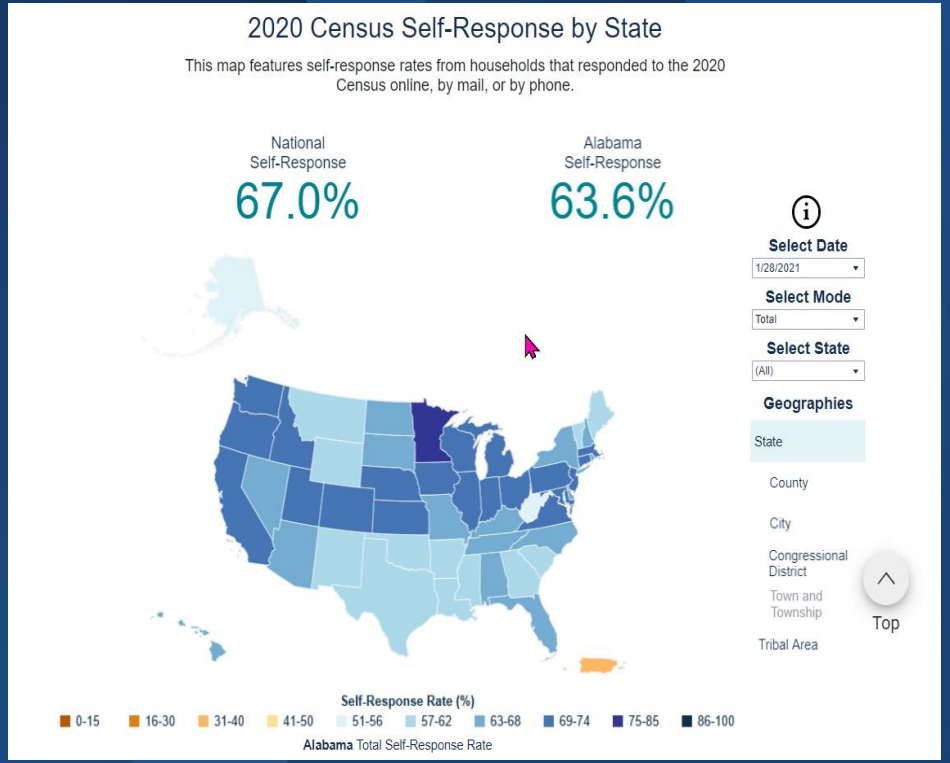
2020 Decennial Census

- Online questionnaire available for the first time
- Mail in questionnaires were an option
- Total of 10 questions relating to topics such as:
  - Age
  - Sex
  - Race
  - Ethnicity
  - Rent/Own



Tracking Self-Response Rates Map (census.gov)

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Decennial Census Data in Action

- Apportionment/Representation
- Redistricting
- Funding of Federal, State, and Local Government Programs
- Program Planning, Site location, Marketing Decisions

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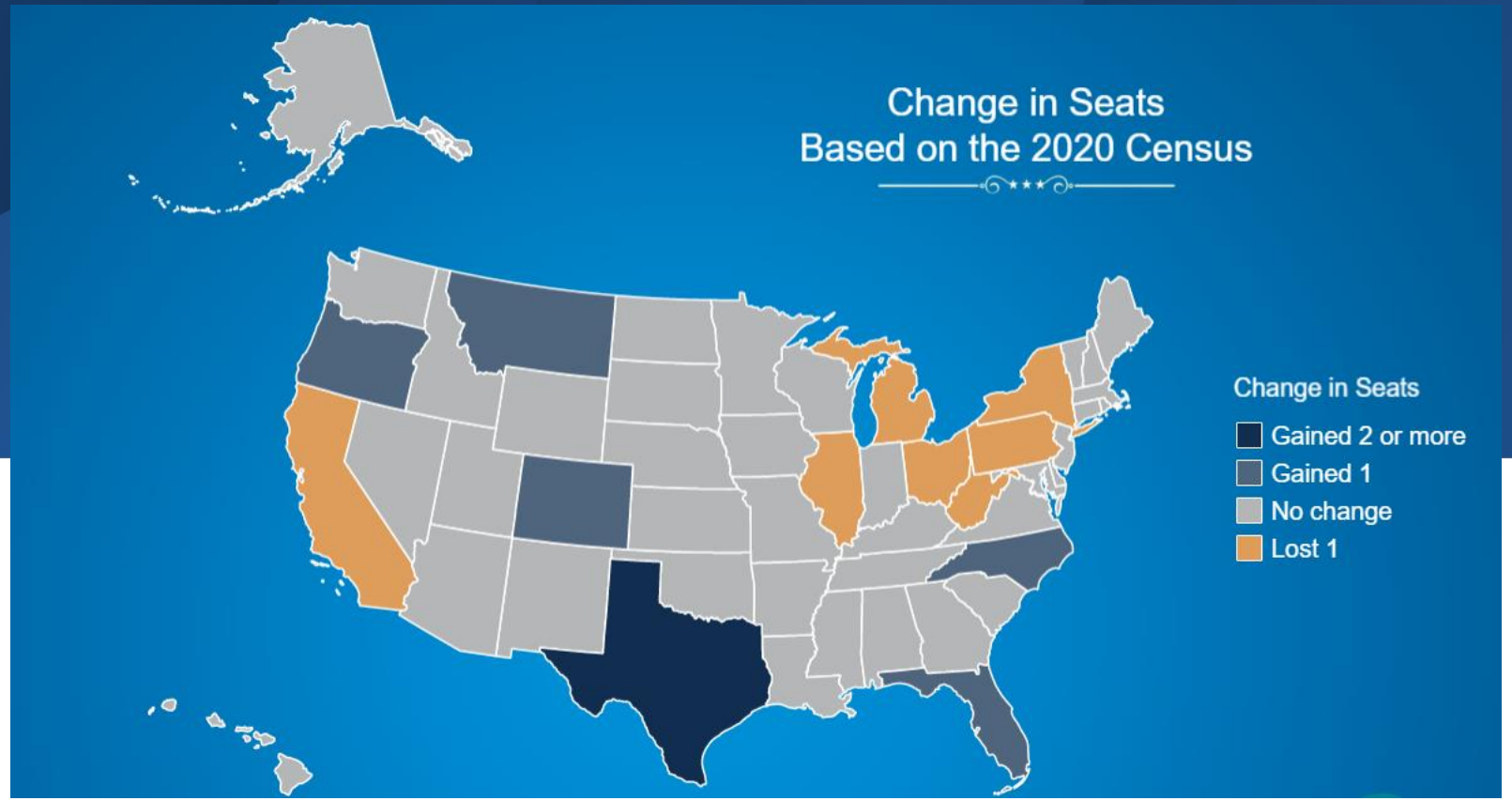
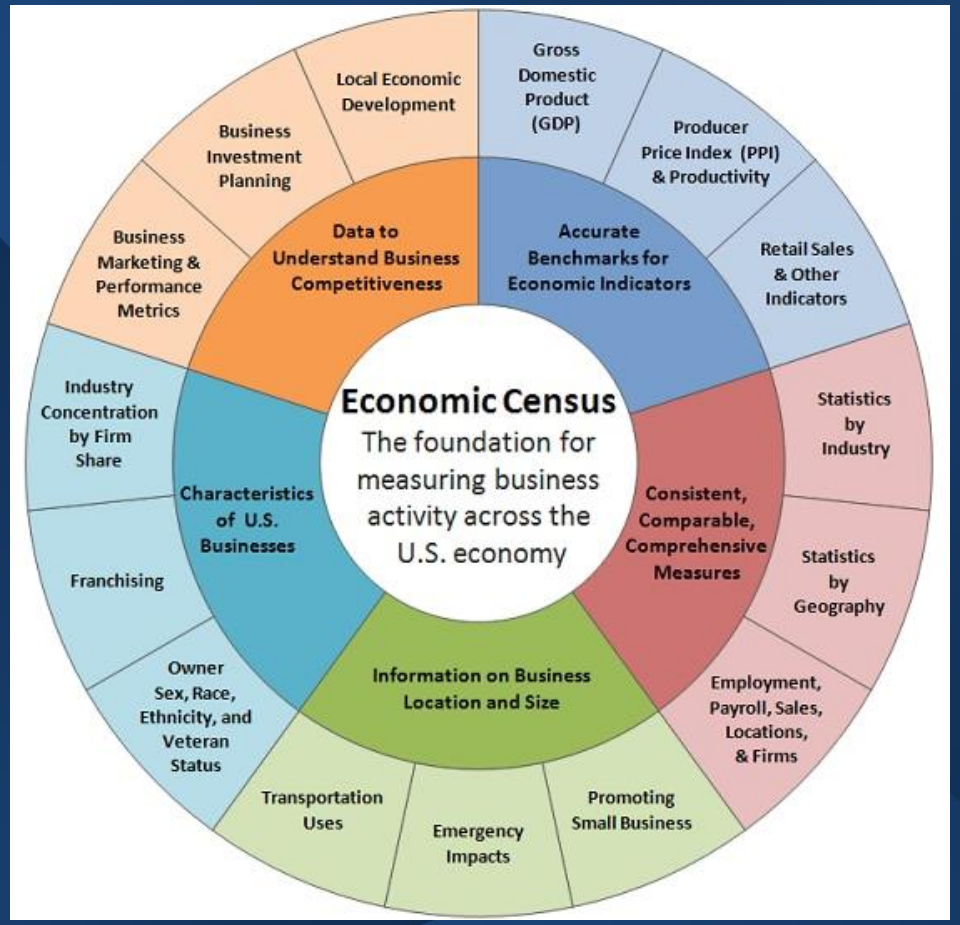
2020 Decennial Census



On April 1, 2020 the United States population was 331,449,281. The U.S. Population as of May 1, 2023 was 334,694,600.

[2020 Census: Apportionment of the U.S. House of Representatives]

Economic Census in Action



- Study industry and trends over time
- Evaluate investment opportunities
- Implement Public Policy
- Measure economic development
- Business Plans
- Grants

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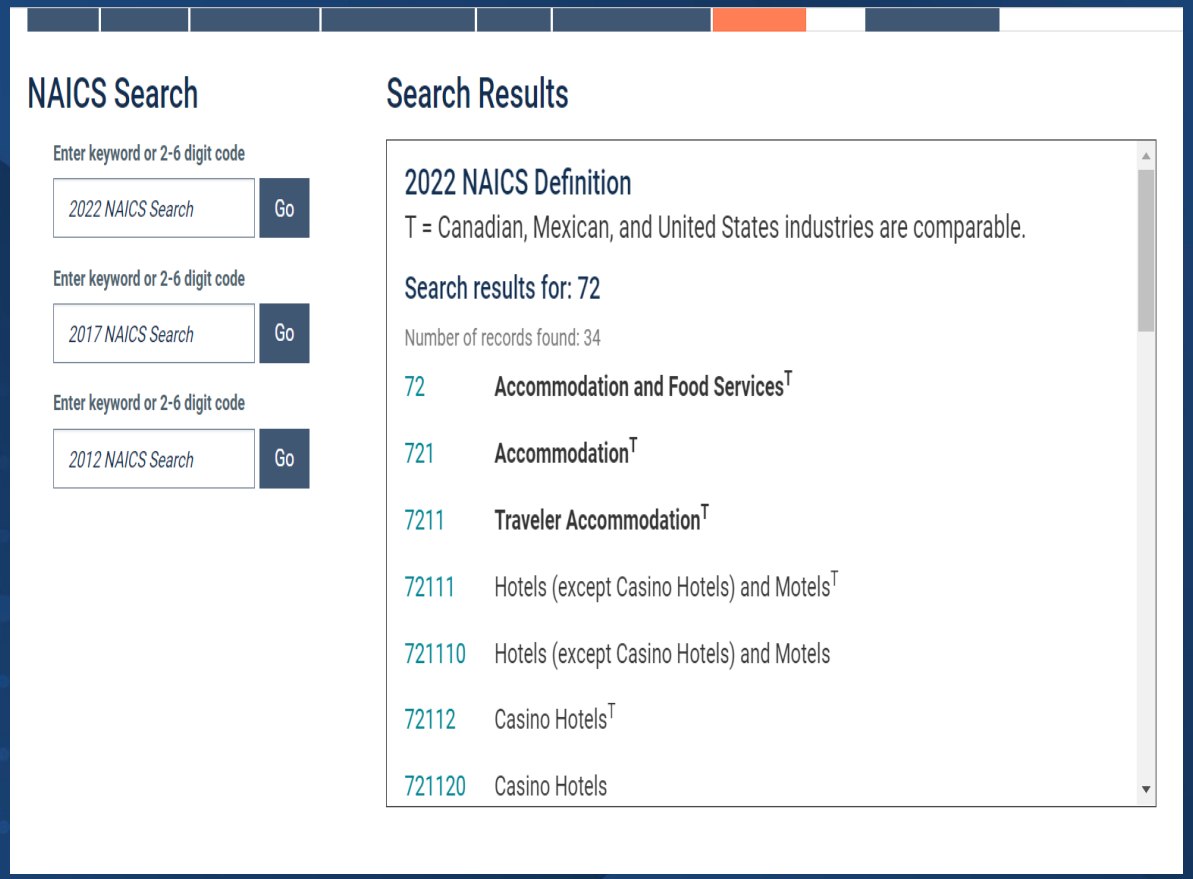
NAICS



North American Industry Classification System (NAICS) U.S. Census Bureau

- North American Industry Classification Code
- Can be 2-6 digits
- Some sectors not covered by the Census Bureau
- 20 sectors (public administration does not have representation in the economic census)

Census of Governments

About Census of Governments

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- Collected every 5 years, in years ending in “2” and “7”
- Government organization data and information are for October of the year preceding the Census
- How governments are organized, how many people they employ and payroll amounts, and the finances of governments

Census of Governments in Action

- The Bureau of Economic Analysis and the Federal Reserve Board–use the data to measure the nation's economic and financial performance
- State and local governments use the data to develop programs and budgets, assess financial conditions, and perform comparative analyses
- Analysts, economists, market specialists, and researchers need these data to measure the changing characteristics of the government sector of the economy and to conduct public policy research.

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Surveys

The Census Bureau conducts more than 130 surveys across the nation	
Category	**Description**
Demographic Surveys	Measure income, poverty, education, health insurance coverage, housing quality, crime, computer usage, and many other subjects
Economic Surveys	Measure the nation's economy and provide information about businesses
Sponsored Surveys	Demographic and economic surveys conducted for other government agencies

American Community Survey (ACS)	
Overview	Provides detailed information about communities and their composition
Participation	All 50 states, the District of Columbia, and Puerto Rico
Occurrence	Occurs annually
Significance	• Influences the distribution of $675 billion in federal funds annually • Used for community planning program development

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Demographic Surveys

- The Current Population Survey
- The Survey of Income and Program Participation
- The American Community Survey
- American Housing Survey

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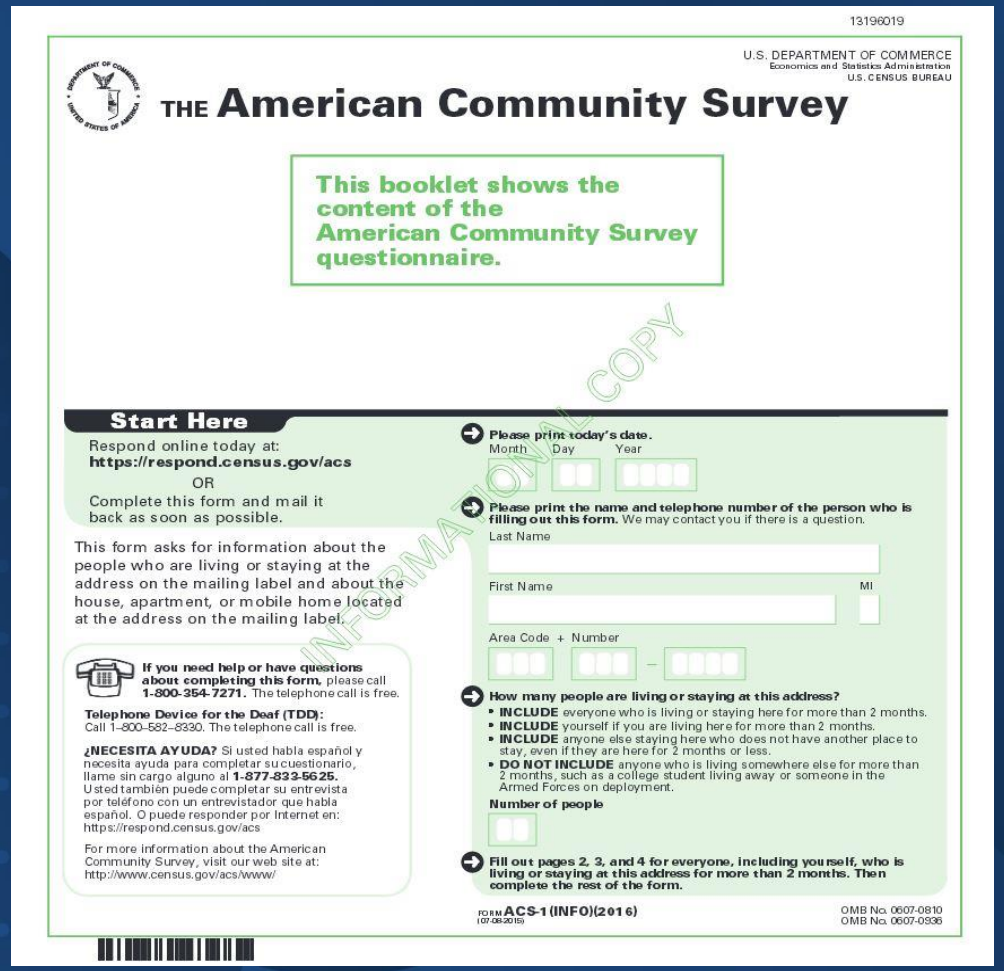
The American Community Survey



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U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

INFORMATIONAL COPY

Start Here

Respond online today at:
https://respond.census.gov/acs
OR
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

If you need help or have questions about completing this form, please call **1-800-354-7271.** The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al **1-877-833-5625.** Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: https://respond.census.gov/acs

For more information about the American Community Survey, visit our web site at: http://www.census.gov/acs/www/

Please print today's date.
Month Day Year

Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.
Last Name
First Name MI
Area Code + Number

How many people are living or staying at this address?
- **INCLUDE** everyone who is living or staying here for more than 2 months.
- **INCLUDE** yourself if you are living here for more than 2 months.
- **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM **ACS-1 (INFO)(2016)** (07-08-2015)
OMB No. 0607-0810
OMB No. 0607-0936

- Samples approximately 3.5 million addresses per year
  - 290k per month
- Produces estimates for characteristics of both population and housing
- Creates estimates for small geographic areas

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Estimates from Administrative Records

- Annual Population Estimates
- Monthly Import and Exports
- Weekly, monthly and annual surveys of the nation’s economic activity

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Conduct Surveys for Government Agencies

- Department of Justice
- Department of Education
- National Center for Education Statistics
- National Center for Science and Engineering Statistics
- National Center for Health Statistics
- Center for Disease Control
- Bureau of Labor Statistics

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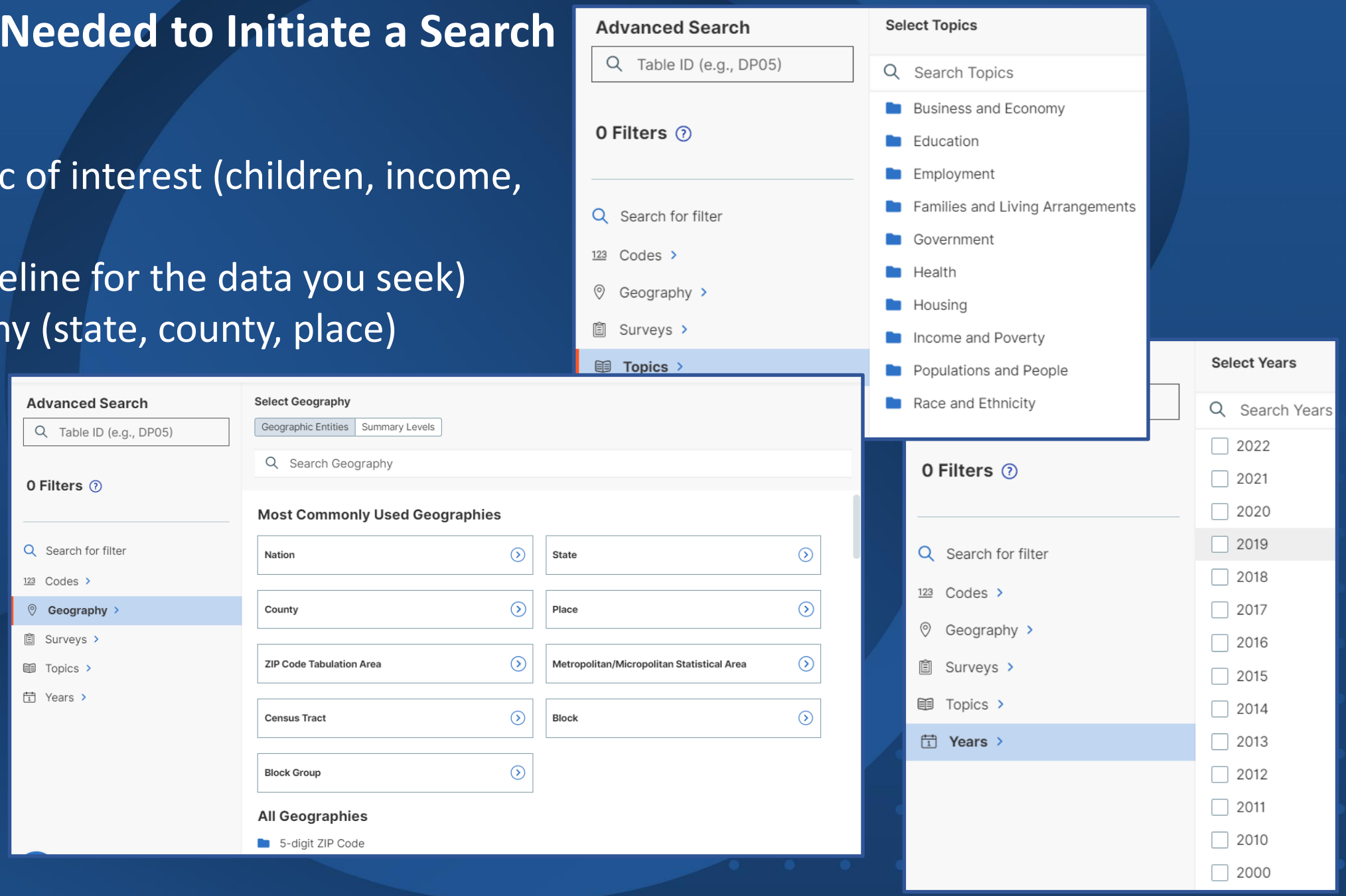
Three Items Needed to Initiate a Search

- Your topic of interest (children, income, poverty)
- Year (timeline for the data you seek)
- Geography (state, county, place)



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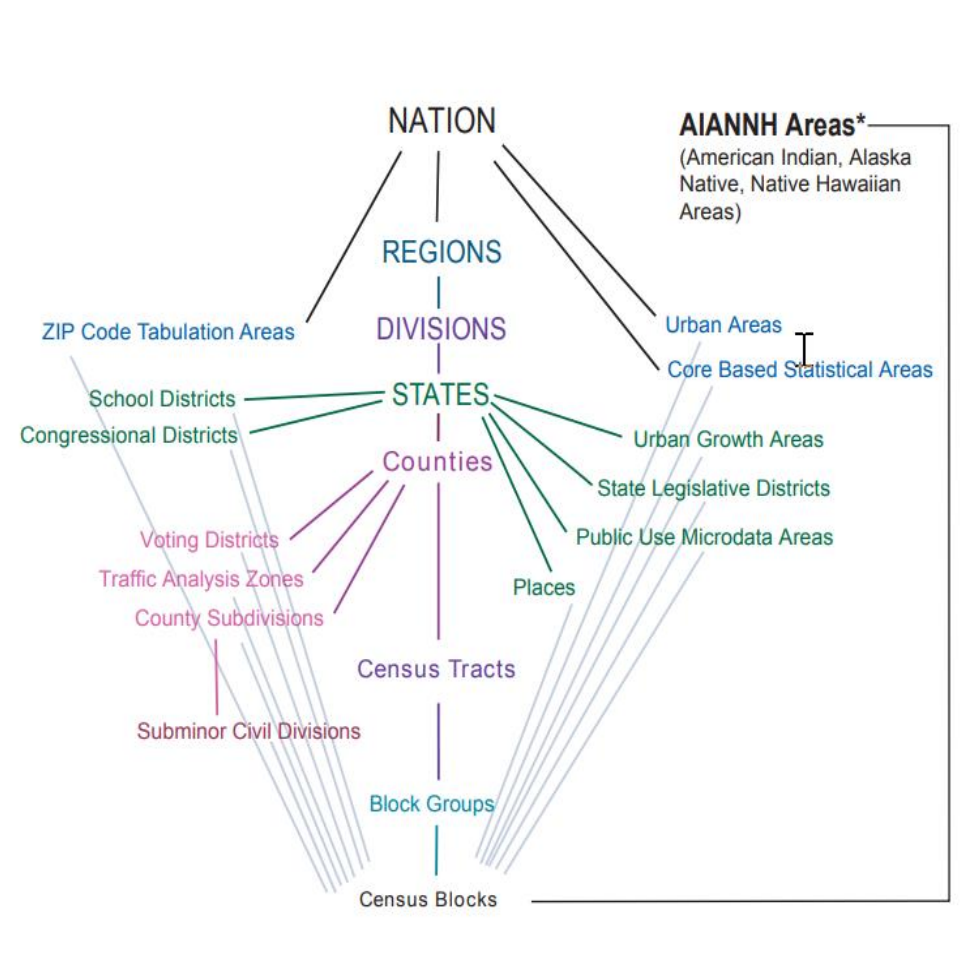
Census Geography



- Foundation of all data collection and publication
- Legal and Administrative Geography
- Statistical Geography

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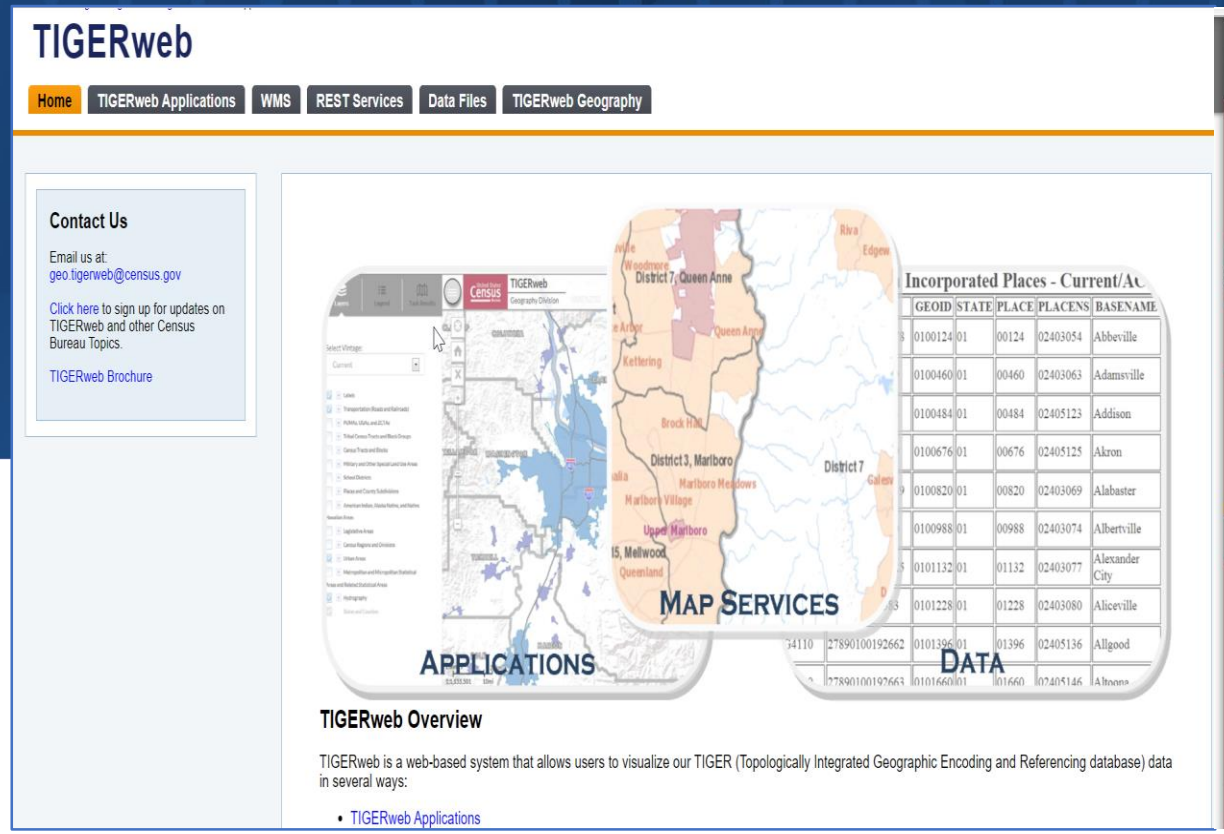
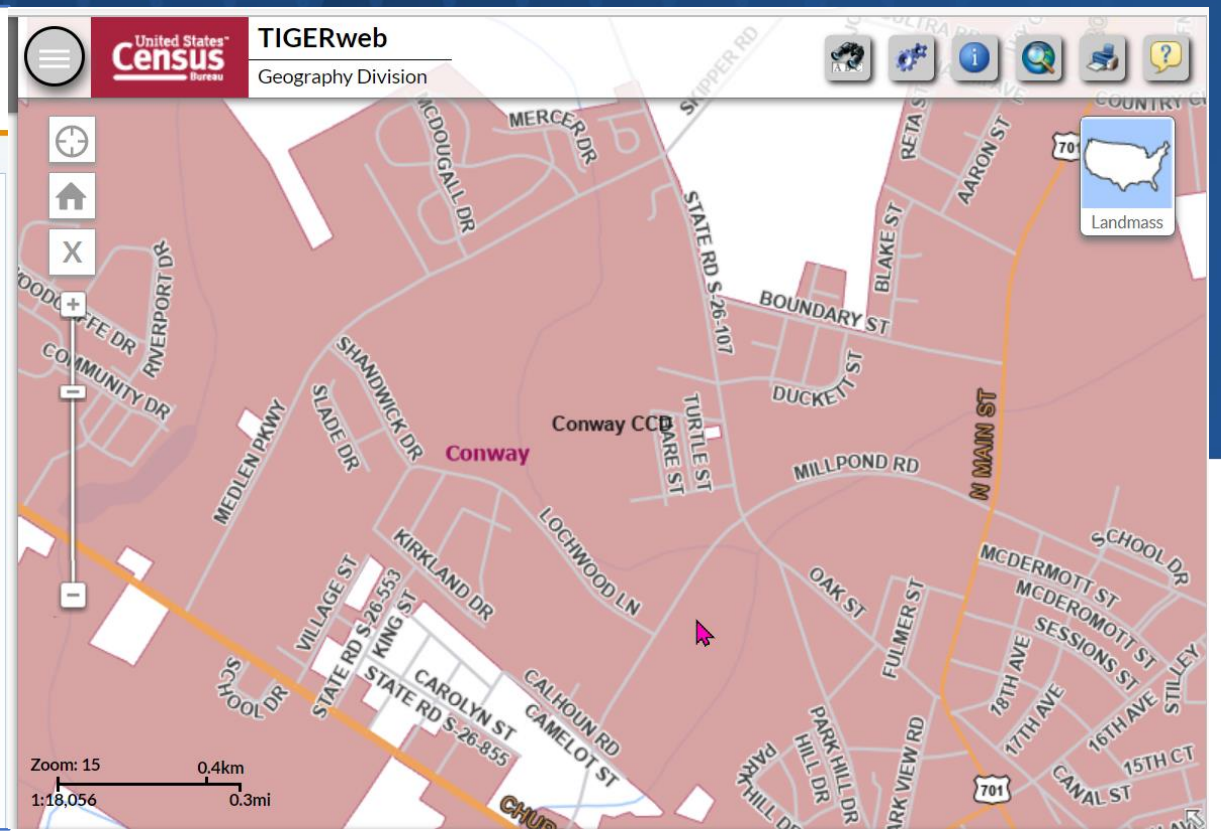
TIGERWeb





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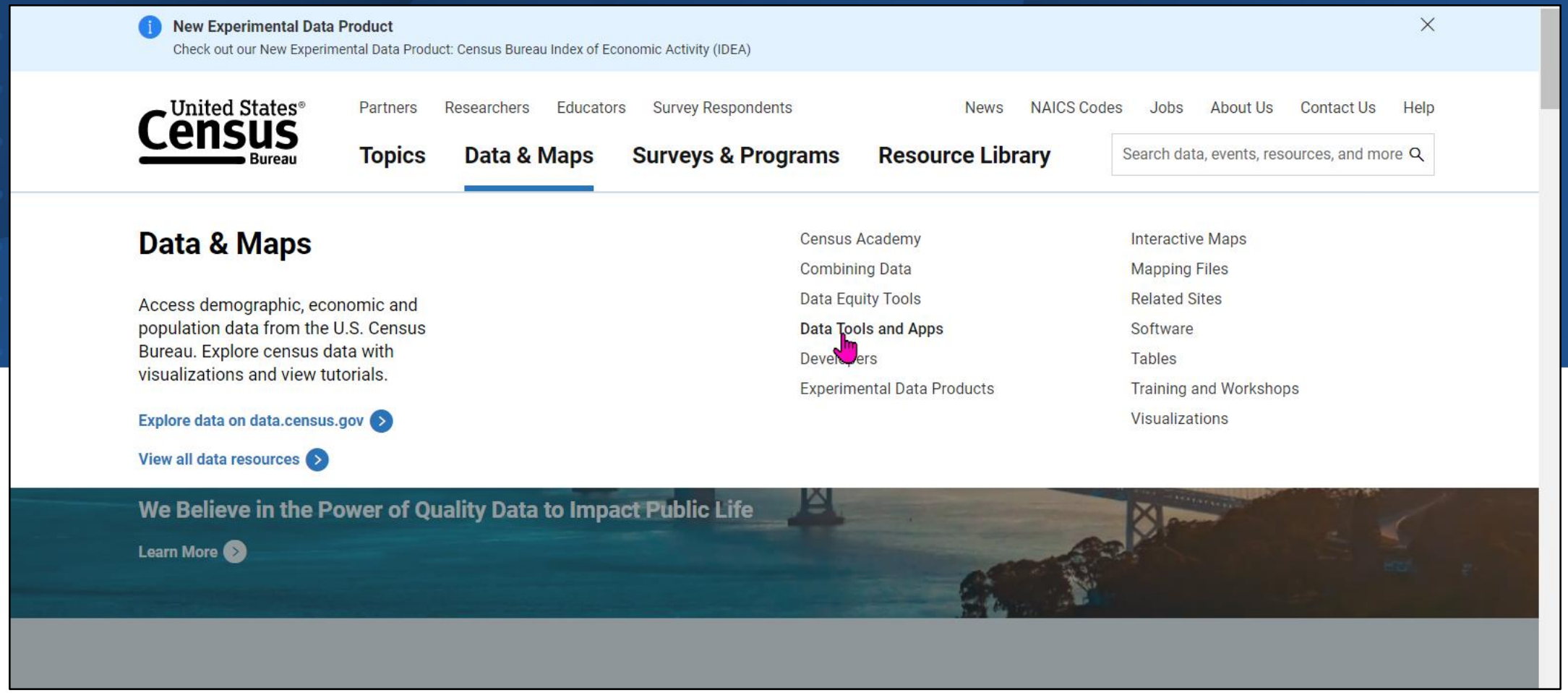
Data Tools and Applications



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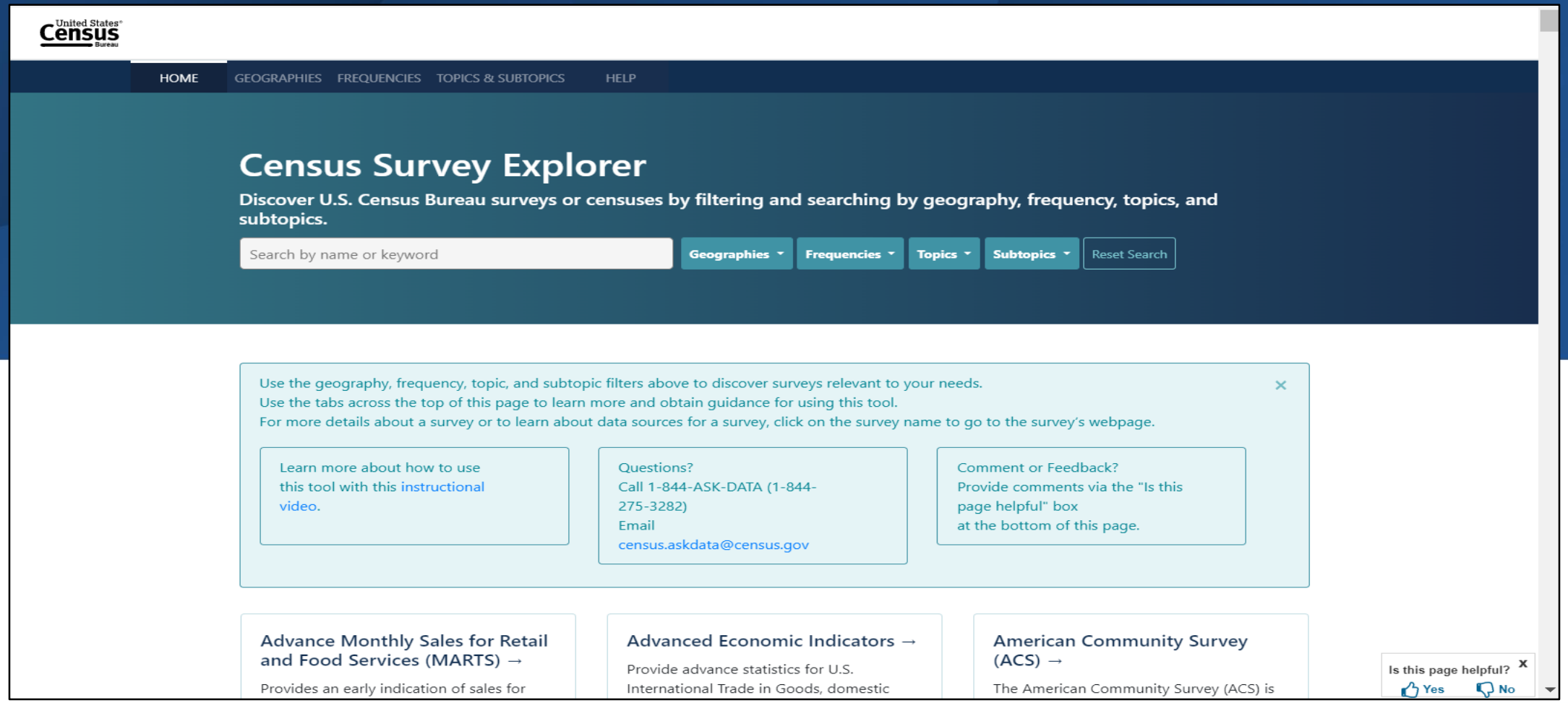
Census Survey Explorer (CSE)



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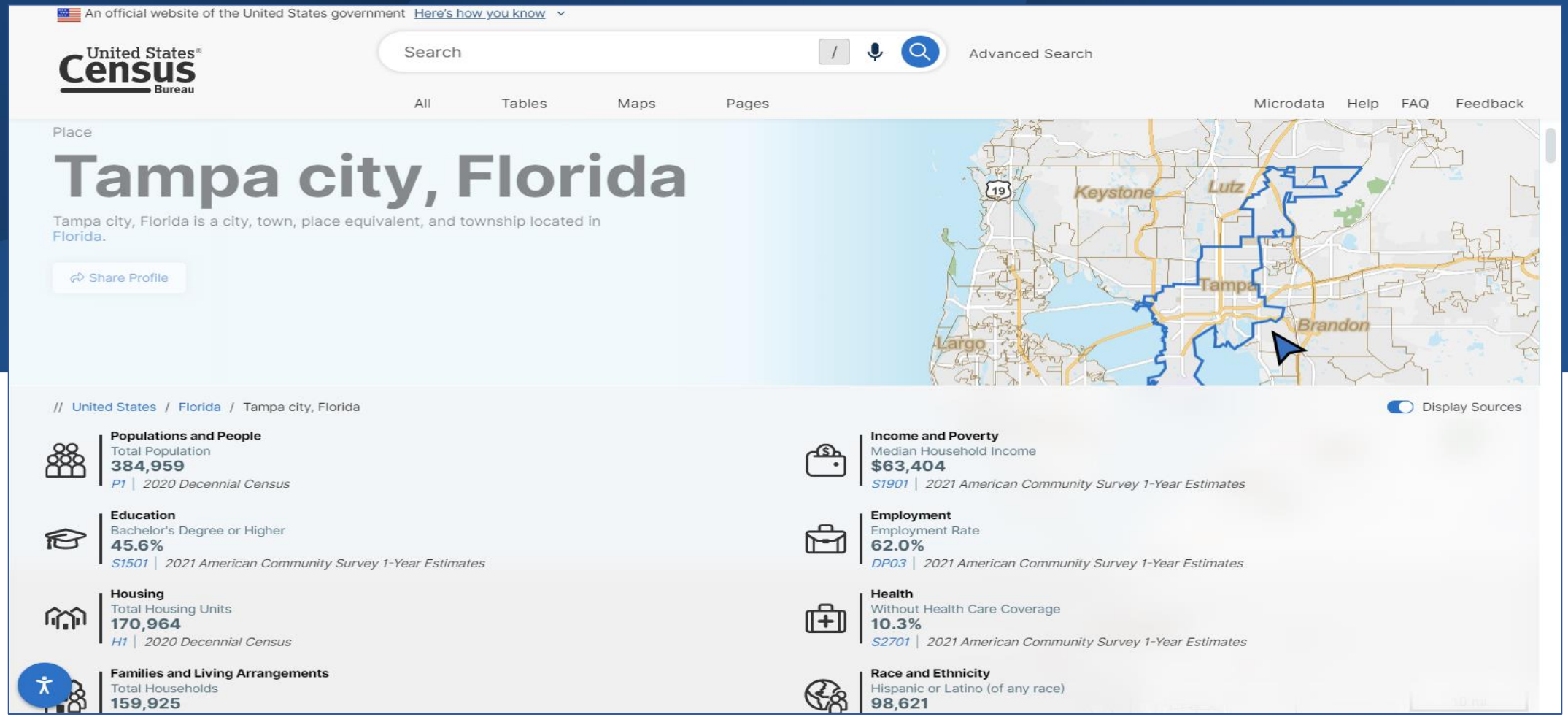

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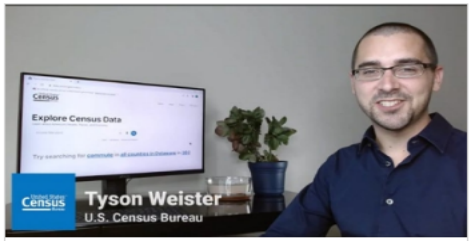
Featured Resources



Video

Getting Started with Your Search on data.census.gov

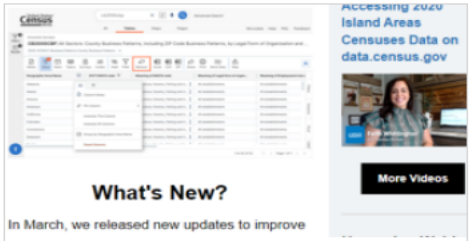
Learn about the different ways to search for data on the platform; from basics, like using the Single Search to applying filters in the Advanced Search.

Latest Data Releases

Find out the latest news about data.census.gov, the Census API, and the Microdata Access, including the most recent data releases.

data.census.gov Updates

View our release notes that provide the known limitations and defects, as well as the full list of features and functionality available.



Data.census.gov Newsletter: April 2023

In March, we released new updates to improve your experience on data.census.gov.

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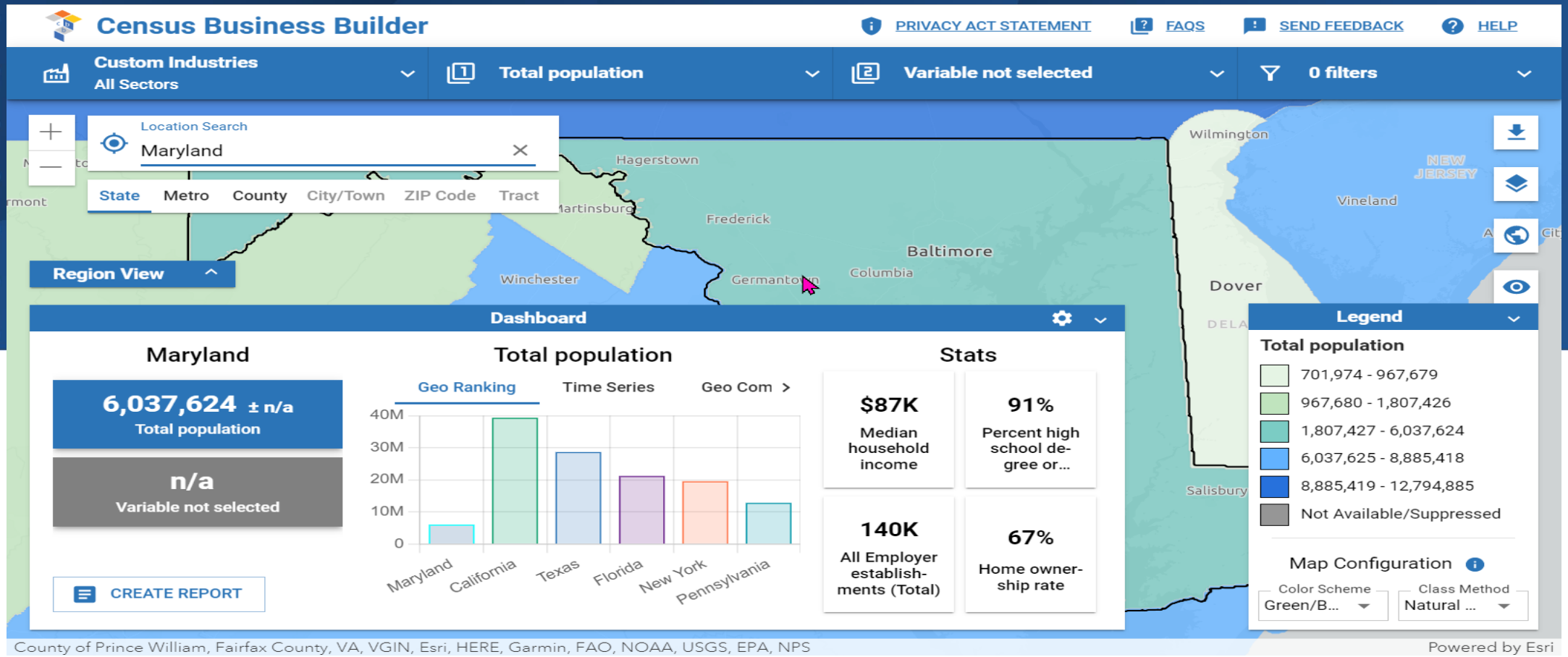
Census Business Builder



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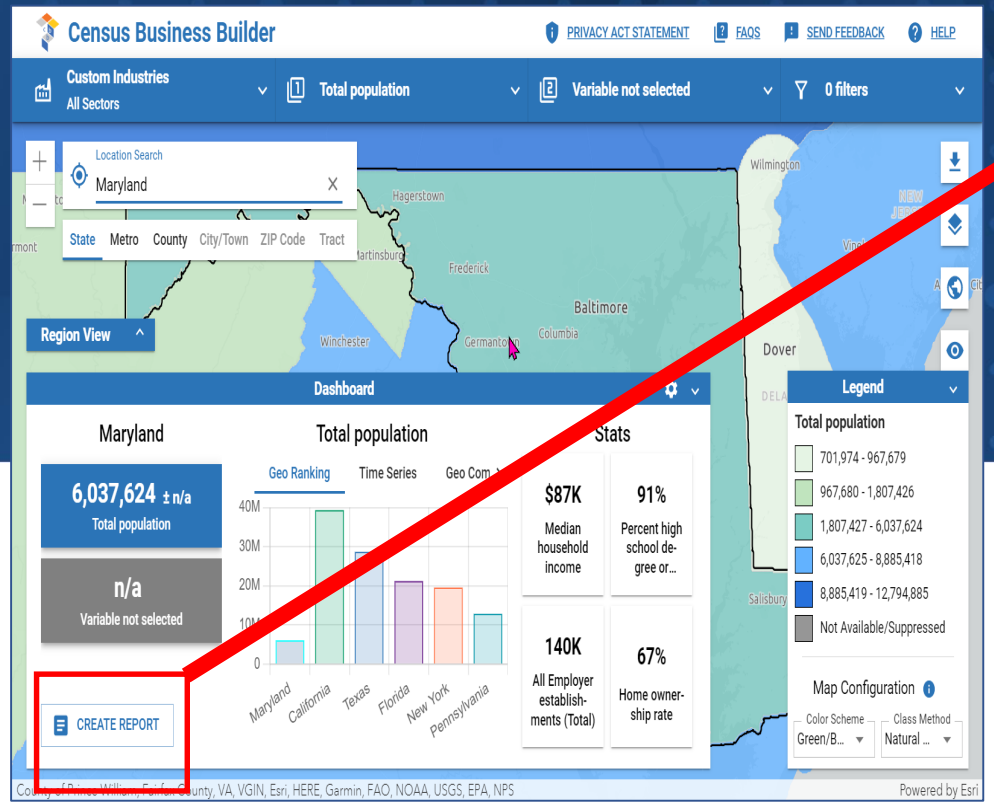
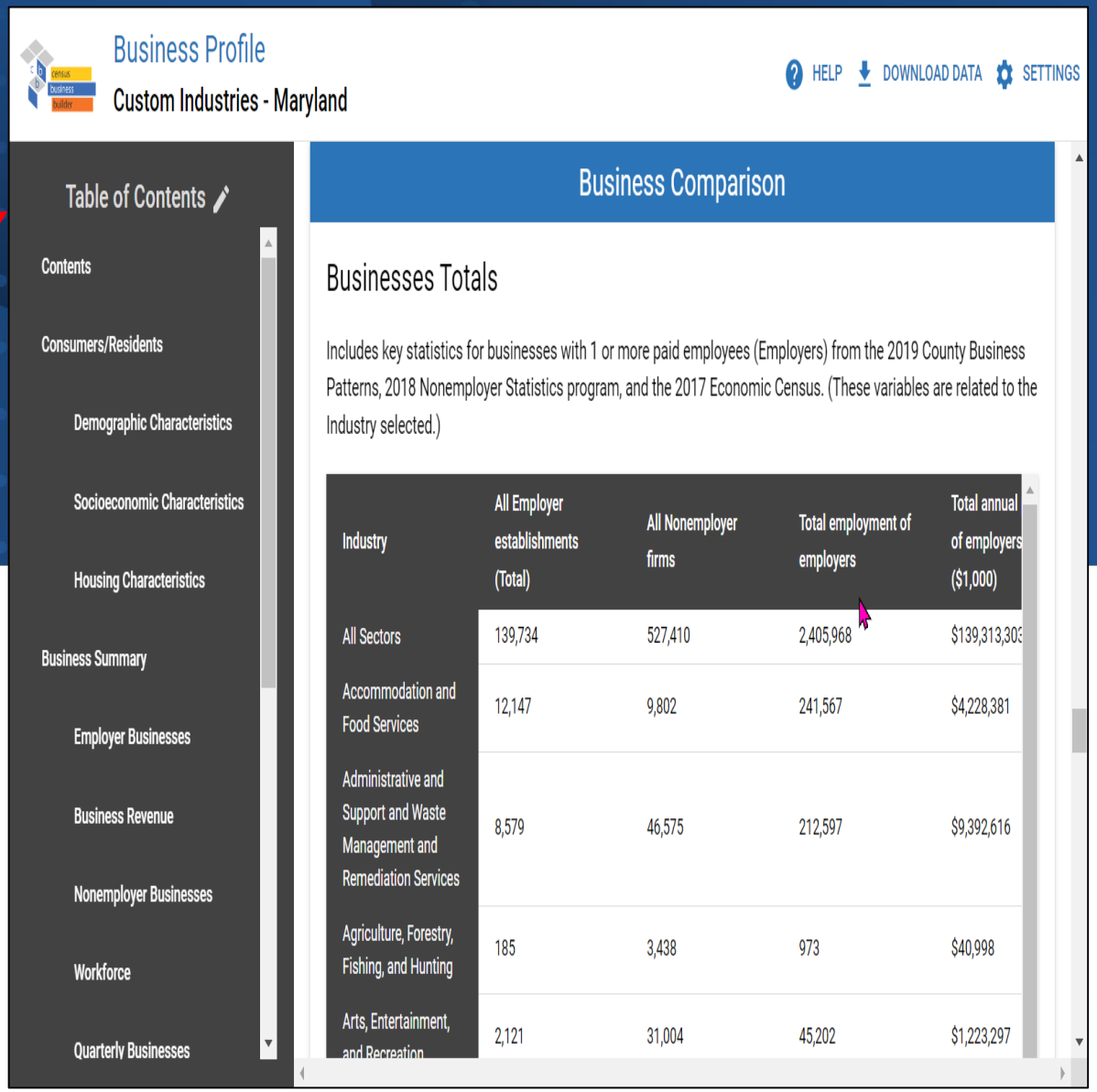
Census Business Builder





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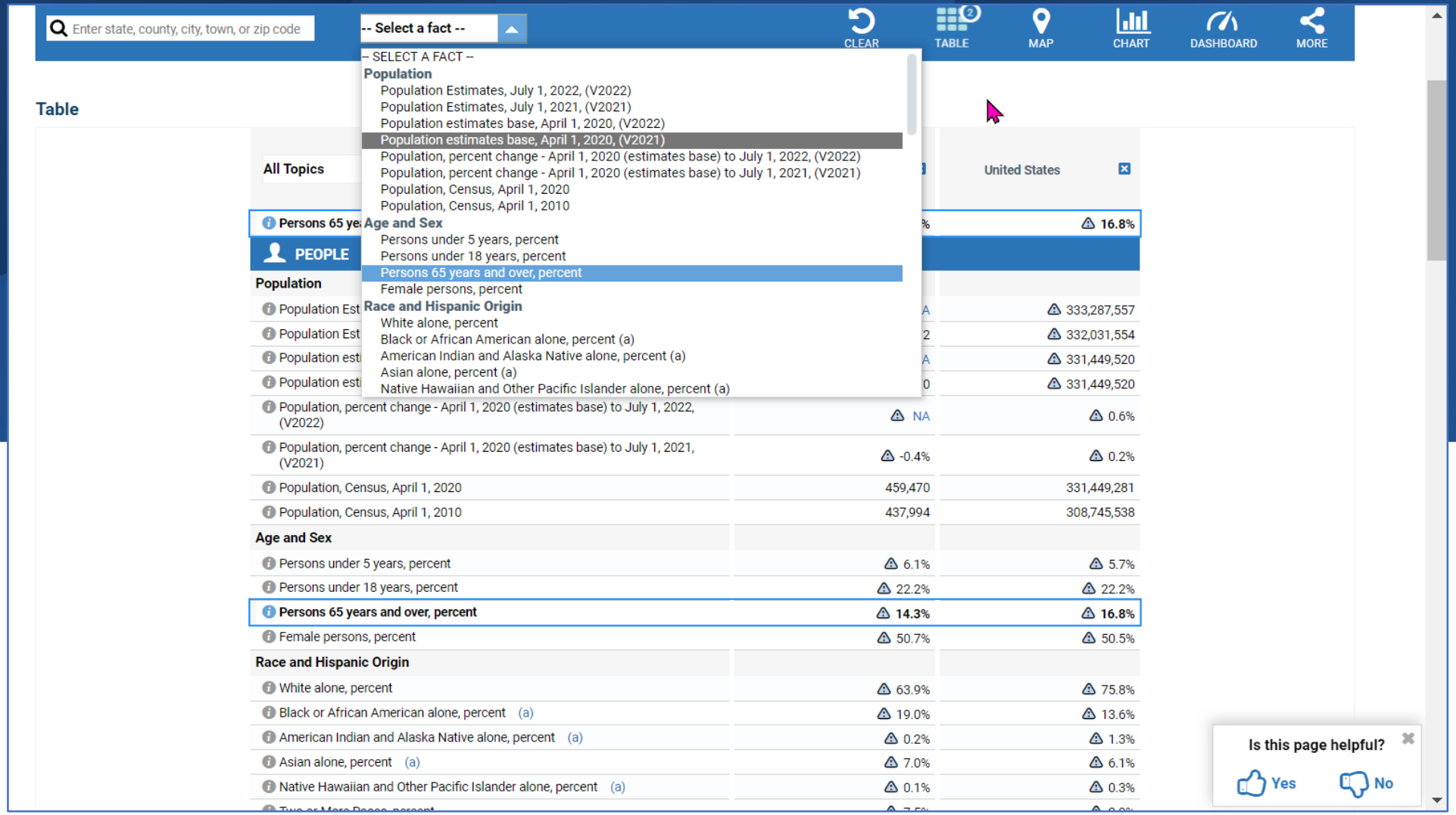
QuickFacts



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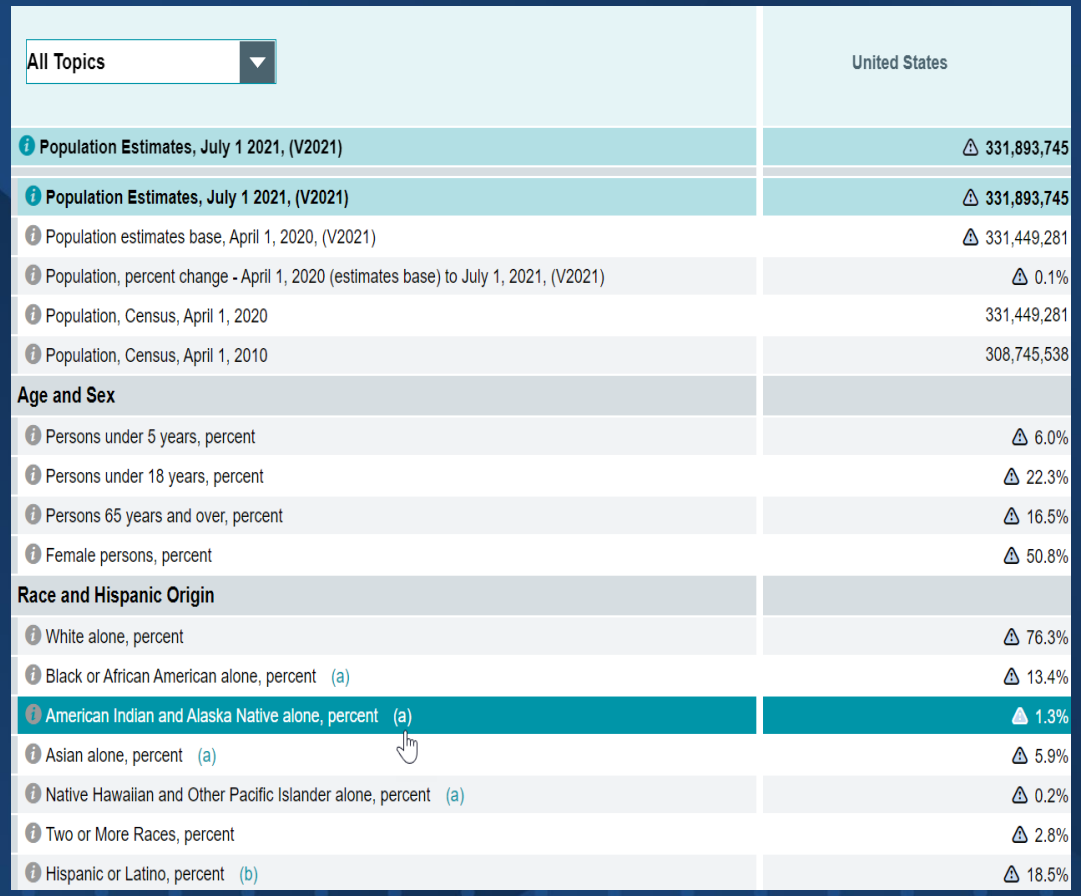
Data Products



All Topics	United States
Population Estimates, July 1 2021, (V2021)	331,893,745
Population Estimates, July 1 2021, (V2021)	**331,893,745**
Population estimates base, April 1, 2020, (V2021)	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	0.1%
Population, Census, April 1, 2020	331,449,281
Population, Census, April 1, 2010	308,745,538
Age and Sex	
Persons under 5 years, percent	6.0%
Persons under 18 years, percent	22.3%
Persons 65 years and over, percent	16.5%
Female persons, percent	50.8%
Race and Hispanic Origin	
White alone, percent	76.3%
Black or African American alone, percent (a)	13.4%
American Indian and Alaska Native alone, percent (a)	1.3%
Asian alone, percent (a)	5.9%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.2%
Two or More Races, percent	2.8%
Hispanic or Latino, percent (b)	18.5%

- Summary Tables
- Analyses
- Microdata
- Maps and Geographic Products
- Metadata
- Visualizations

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Geographic Products

- TIGER
  - Topologically Integrated Geographic Encoding and Referencing System
- Boundary and Thematic Maps
- Other Geographic Products
  - Reference Information Maps
  - Tallies of Geographic Entities
  - Relationship Files

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Partnerships and Outreach

- Federal Depository Library Program
- State Data Centers
- Census Information Centers
- Census Advisory Committees
- National Partnerships

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Census Data Users

- Congress
- State and Local Governments
- Researchers and Academic Institutions
- Financial Institutions
- Regional Planning Agencies
- Businesses and Chambers of Commerce
- Librarians
- You!

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Census Bureau Resources & Services

- Data Training and Workshops
- Statistics in Schools
- Demographic Consulting
- The Census Bureau Library

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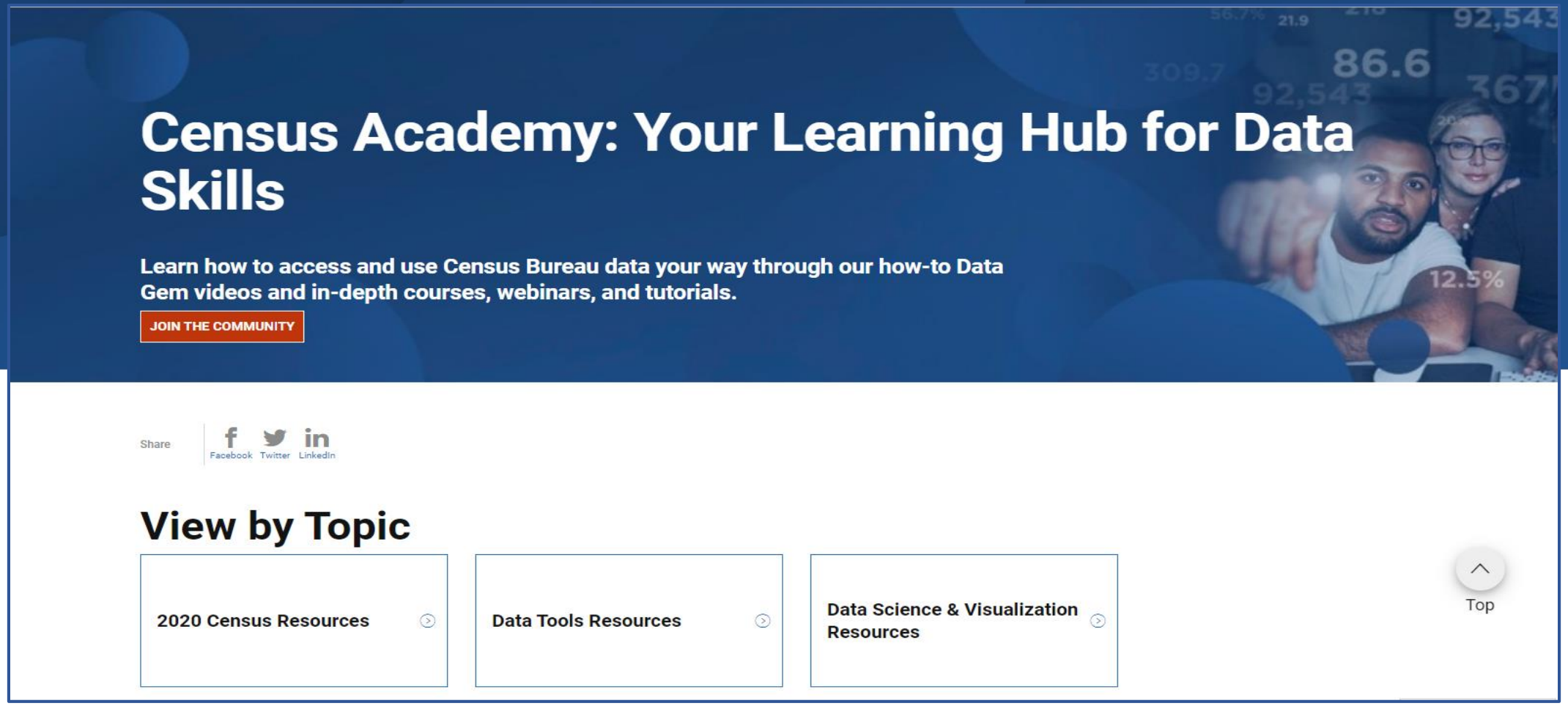
Census Academy



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census.gov/academy

Highlights

- The U.S. Census Bureau conducts 3 censuses and over 130 surveys. Many in conjunction with other statistical agencies.
- We have tools, data products, services, and resources to help you understand, and access data.
- We cater our products and tools to meet the evolving needs of our partners and data users.

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Get in Touch with Us

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THANK YOU

Upcoming Webinars – Accessing Census Bureau Statistics Series

- Geography 101 – June 22
- Economic Census – July 18
- American Community Survey – August 15
- Data.census.gov – September 14
- Census Business Builder – October 26

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