

Census 101

May 23, 2023

Kim Brown, Training Specialist

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

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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.



Kim Brown
Training Specialist

In This Presentation

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- Data Tools
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United States Census Bureau

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Measuring America's People, Places, and Economy

We Believe in the Power of Quality Data to Impact Public Life

Learn More >

<https://www.census.gov/about-us>

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Census Bureau Mission Statement

The Census Bureau's Mission is to serve as the nation's 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.

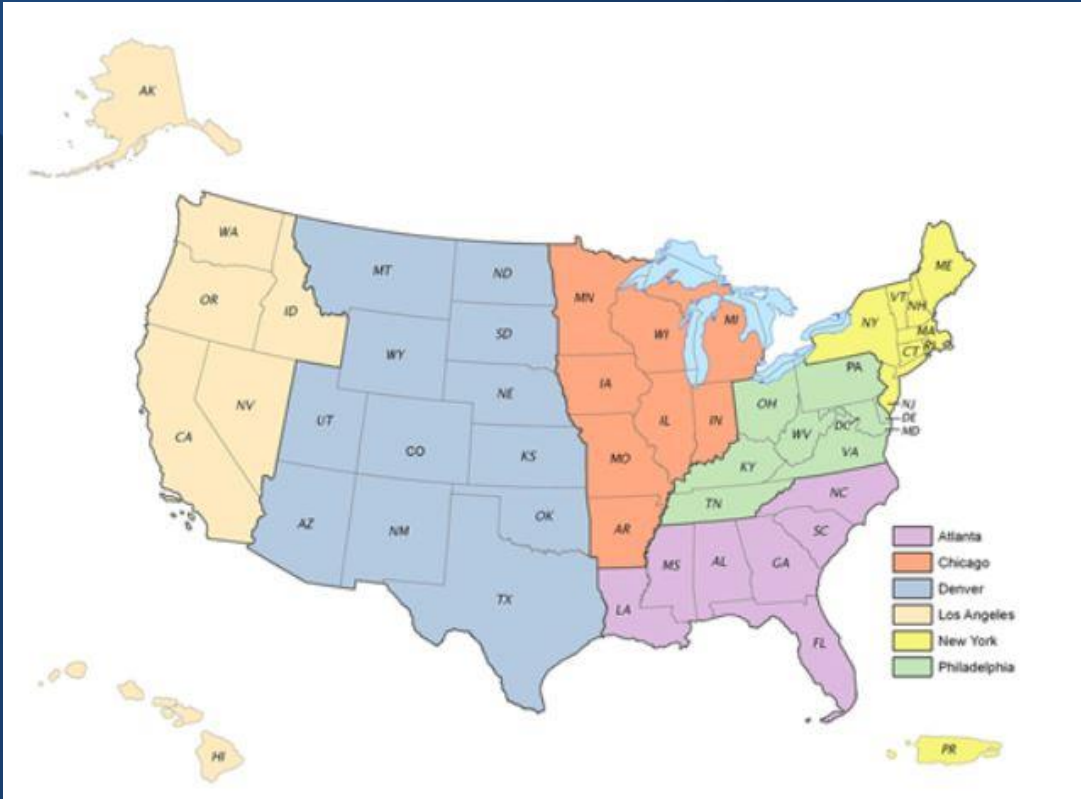
Organizational Information

- 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

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	


Census Bureau's Regional Office



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

Survey vs. Census

13193016

 **The American Community Survey**

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

Start Here

You have two ways to respond:

Respond online today at:
<https://respond.census.gov/acs>

OR

Complete this form and mail it back as soon as possible.

Your response is required by law.
The American Community Survey is conducted by the U.S. Census Bureau. This survey is one of only a few surveys for which all recipients are required by law to respond. The U.S. Census Bureau is required by law to protect your information.

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

Text Telephone (TTY):
Call 1-800-582-8330.

¿NECESITA AYUDA? Llame sin cargo alguno al 1-877-833-5625.

For more information about the American Community Survey, visit our website at: <https://www.census.gov/acs>

Please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.

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 – 7 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

OMB No. 0607-0810 (09-16-2021)
OMB No. 0607-0836

FORM **ACS-1 (INFO) (2023)**

This is the official questionnaire for this address. It is easy and easy to respond, and your answers are protected by law.

o completar el cuestionario en español, dele la vuelta y complete el lado verde.

FOR OFFICIAL USE ONLY

go online at my2020census.gov to complete your 2020 Census questionnaire.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Count the people living in this house using our guidelines:
• People who live and sleep here most of the time, go to the address most of the time, go to the address most of the time, go to the address most of the time.
• People without a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

Number of people = [] [] [] [] [] [] [] [] [] []

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1? Mark 'X' all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

3. Is this house, apartment, or mobile home — Mark 'X' ONE box.

- ☐ Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number
[] [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] [] []

FORM **DI-Q1 (E/S)** (05-01-2019)
11100013

Census – is a complete count or 100% coverage

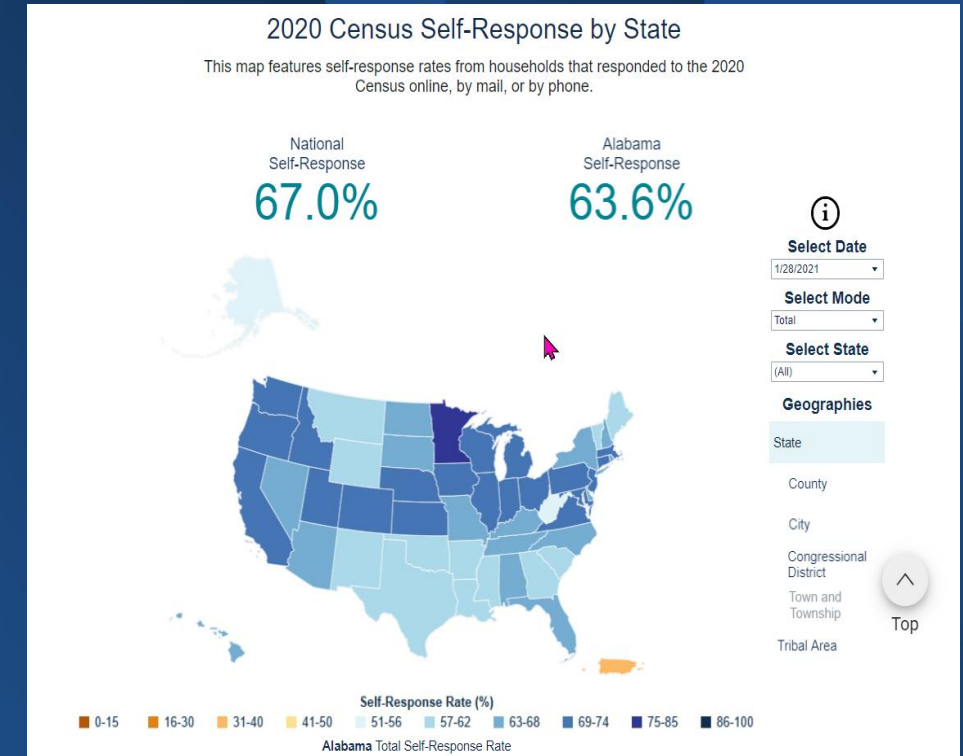
Survey – is a sample count and used in an estimate

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	<ul style="list-style-type: none">Used for congressional redistrictingUsed for state legislative redistrictingInfluences the distribution of \$675 billion in federal funds annually	<ul style="list-style-type: none">Influences policy decisionsUsed to create key measures for economic activity (ex: GDP)Used to gauge organizational structures and product trends	<ul style="list-style-type: none">Used to measure economic and financial performanceUse for public policy researchUsed to develop programs and budgets

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



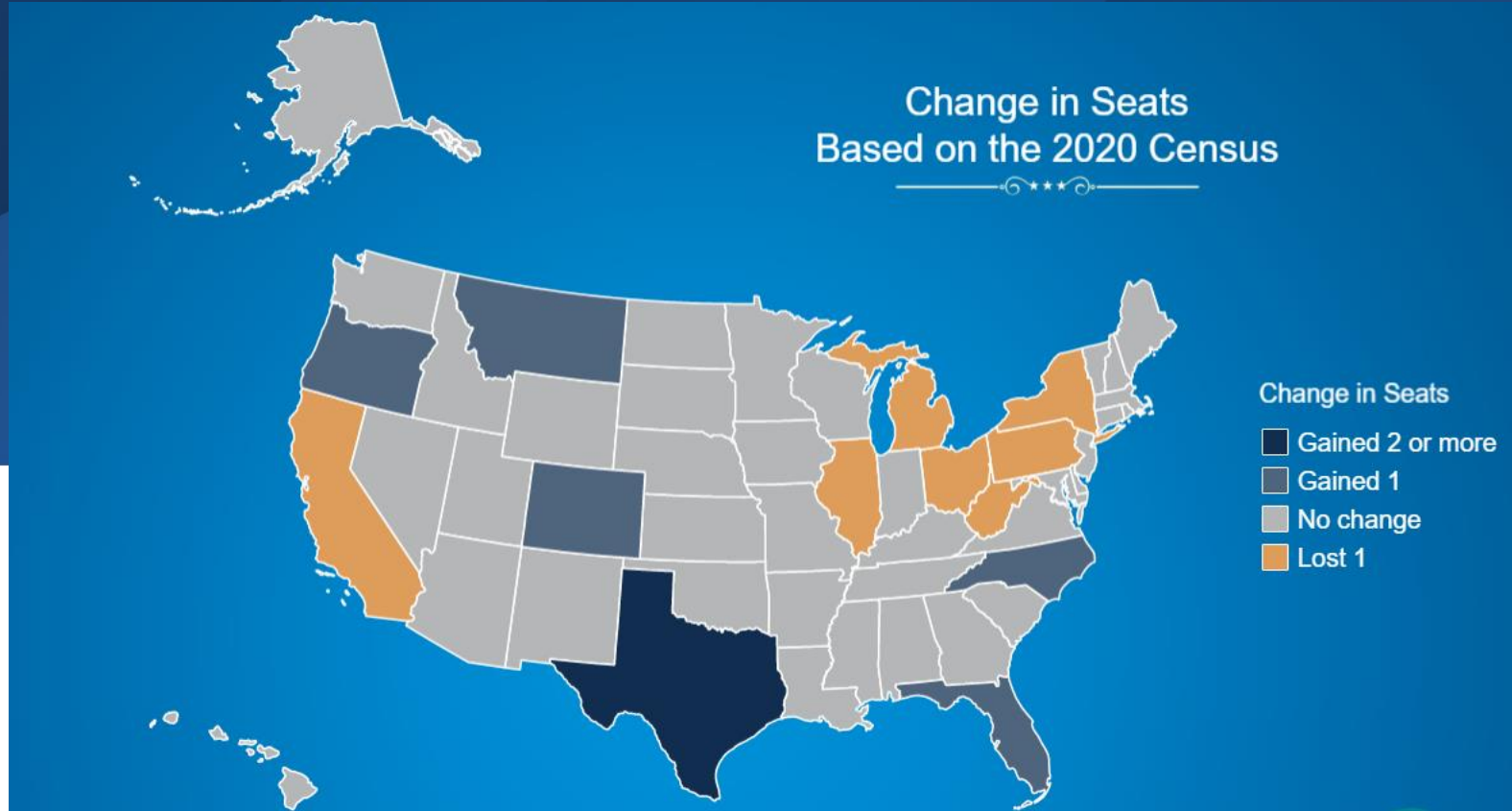
[Tracking Self-Response Rates Map](https://www.census.gov)
[\(census.gov\)](https://www.census.gov)

Decennial Census Data in Action



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

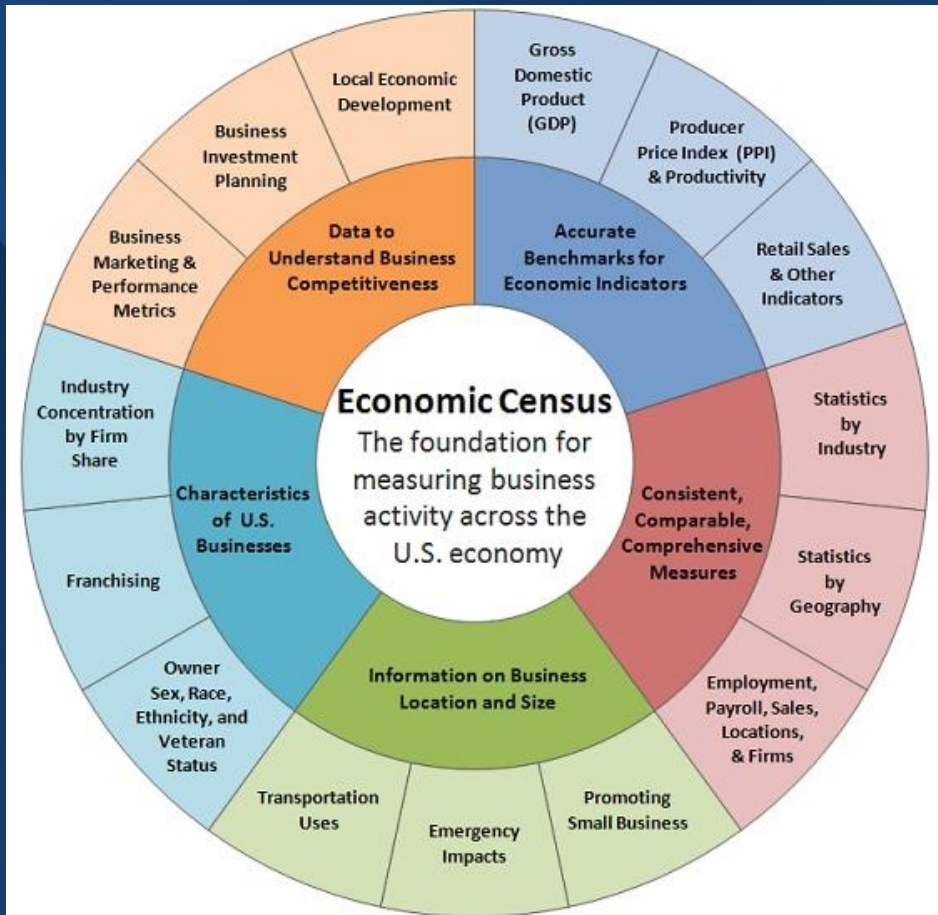
2020 Decennial Census



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

NAICS

NAICS Search

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Search Results

2022 NAICS Definition

T = Canadian, Mexican, and United States industries are comparable.

Search results for: 72

Number of records found: 34

72	Accommodation and Food Services ^T
721	Accommodation ^T
7211	Traveler Accommodation ^T
72111	Hotels (except Casino Hotels) and Motels ^T
721110	Hotels (except Casino Hotels) and Motels
72112	Casino Hotels ^T
721120	Casino Hotels

- 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



- 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.

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	<ul style="list-style-type: none">Influences the distribution of \$675 billion in federal funds annuallyUsed for community planning program development

Demographic Surveys




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

The American Community Survey

13196019

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.

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 1-800-532-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al **1-877-833-5626**. 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)**
(07-08-2016)

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

Estimates from Administrative Records

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



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

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)

Advanced Search

0 Filters ?

[123 Codes >](#)

[Geography >](#)

[Surveys >](#)

[Topics >](#)

Select Topics

[Business and Economy](#)

[Education](#)

[Employment](#)

[Families and Living Arrangements](#)

[Government](#)

[Health](#)

[Housing](#)

[Income and Poverty](#)

[Populations and People](#)

[Race and Ethnicity](#)

Select Years

☐ 2022

☐ 2021

☐ 2020

☒ 2019

☐ 2018

☐ 2017

☐ 2016

☐ 2015

☐ 2014

☐ 2013

☐ 2012

☐ 2011

☐ 2010

☐ 2000

Advanced Search

0 Filters ?

[123 Codes >](#)

[Geography >](#)

[Surveys >](#)

[Topics >](#)

[Years >](#)

Select Geography

[Geographic Entities](#) [Summary Levels](#)

Most Commonly Used Geographies

Nation

>

State

>

County

>

Place

>

ZIP Code Tabulation Area

>

Metropolitan/Micropolitan Statistical Area

>

Census Tract

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Block

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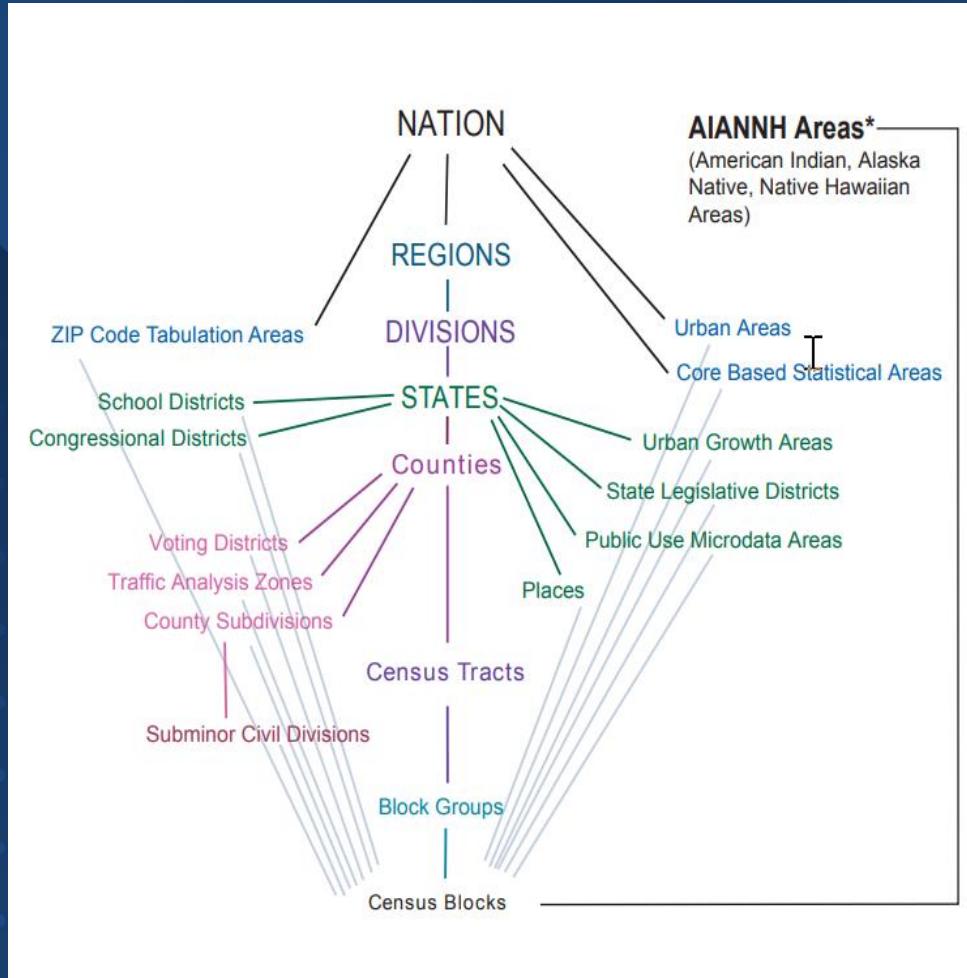
Block Group

>

All Geographies

[5-digit ZIP Code](#)

Census Geography



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

TIGERWeb

TIGERweb

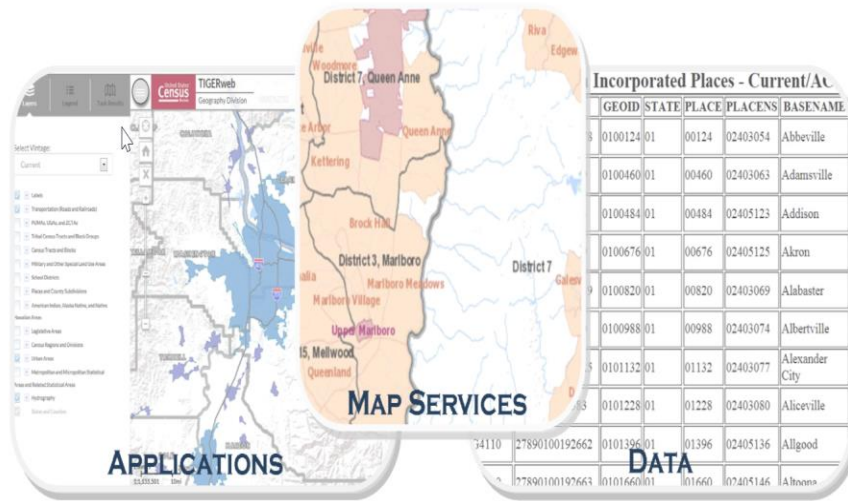
[Home](#) [TIGERweb Applications](#) [WMS](#) [REST Services](#) [Data Files](#) [TIGERweb Geography](#)

Contact Us

Email us at:
geo.tigerweb@census.gov

[Click here](#) to sign up for updates on
TIGERweb and other Census
Bureau Topics.

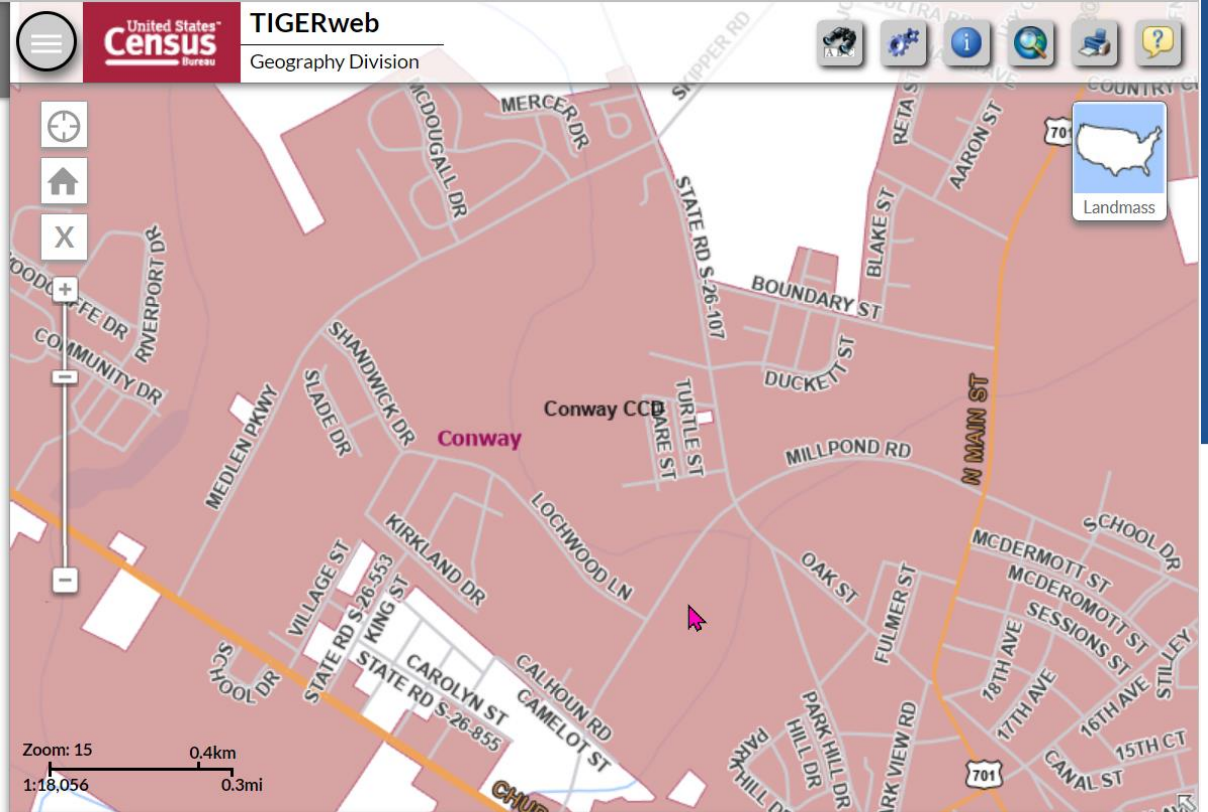
[TIGERweb Brochure](#)



TIGERweb Overview

TIGERweb is a web-based system that allows users to visualize our TIGER (Topologically Integrated Geographic Encoding and Referencing database) data in several ways:

- [TIGERweb Applications](#)



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Census Survey Explorer (CSE)

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Bureau

HOMEGEOGRAPHIESFREQUENCIESTOPICS & SUBTOPICSHELP

Census Survey Explorer

Discover U.S. Census Bureau surveys or censuses by filtering and searching by geography, frequency, topics, and subtopics.

Geographies ▾Frequencies ▾Topics ▾Subtopics ▾Reset Search

Use the geography, frequency, topic, and subtopic filters above to discover surveys relevant to your needs.
Use the tabs across the top of this page to learn more and obtain guidance for using this tool.
For more details about a survey or to learn about data sources for a survey, click on the survey name to go to the survey's webpage.

Learn more about how to use this tool with this [instructional video](#).

Questions?
Call 1-844-ASK-DATA (1-844-275-3282)
Email
census.askdata@census.gov

Comment or Feedback?
Provide comments via the "Is this page helpful" box at the bottom of this page.

Advance Monthly Sales for Retail and Food Services (MARTS) →
Provides an early indication of sales for

Advanced Economic Indicators →
Provide advance statistics for U.S.
International Trade in Goods, domestic

American Community Survey (ACS) →
The American Community Survey (ACS) is

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Yes No

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Learn about America's People, Places, and Economy

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Try searching for poverty in Ge in 2020

find
tables



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We are adding new tables every week.



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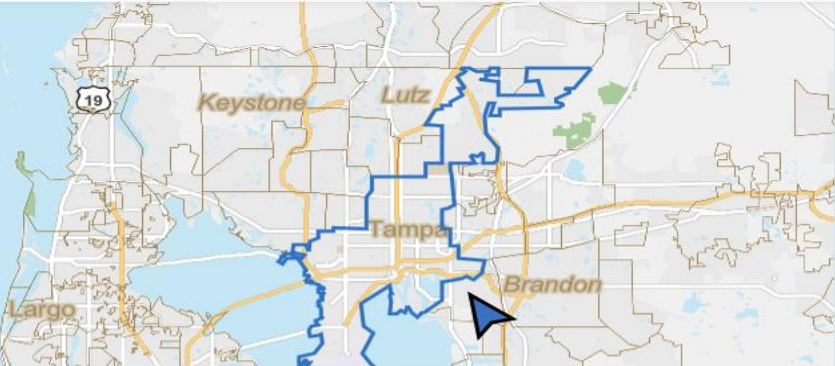
Feedback

Place

Tampa city, Florida


Tampa city, Florida is a city, town, place equivalent, and township located in Florida.

Share Profile



// United States / Florida / Tampa city, Florida

☒ Display Sources




Populations and People

Total Population

384,959

[P1](#) | 2020 Decennial Census




Education

Bachelor's Degree or Higher

45.6%

[S1501](#) | 2021 American Community Survey 1-Year Estimates




Housing

Total Housing Units

170,964


[H1](#) | 2020 Decennial Census



Families and Living Arrangements

Total Households

159,925




Income and Poverty

Median Household Income

\$63,404

[S1901](#) | 2021 American Community Survey 1-Year Estimates




Employment

Employment Rate

62.0%

[DP03](#) | 2021 American Community Survey 1-Year Estimates




Health

Without Health Care Coverage

10.3%

[S2701](#) | 2021 American Community Survey 1-Year Estimates



Race and Ethnicity

Hispanic or Latino (of any race)

98,621

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Bureau

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.



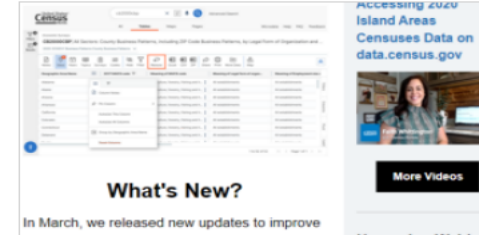
Latest Data Releases

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



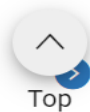
data.census.gov Updates

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

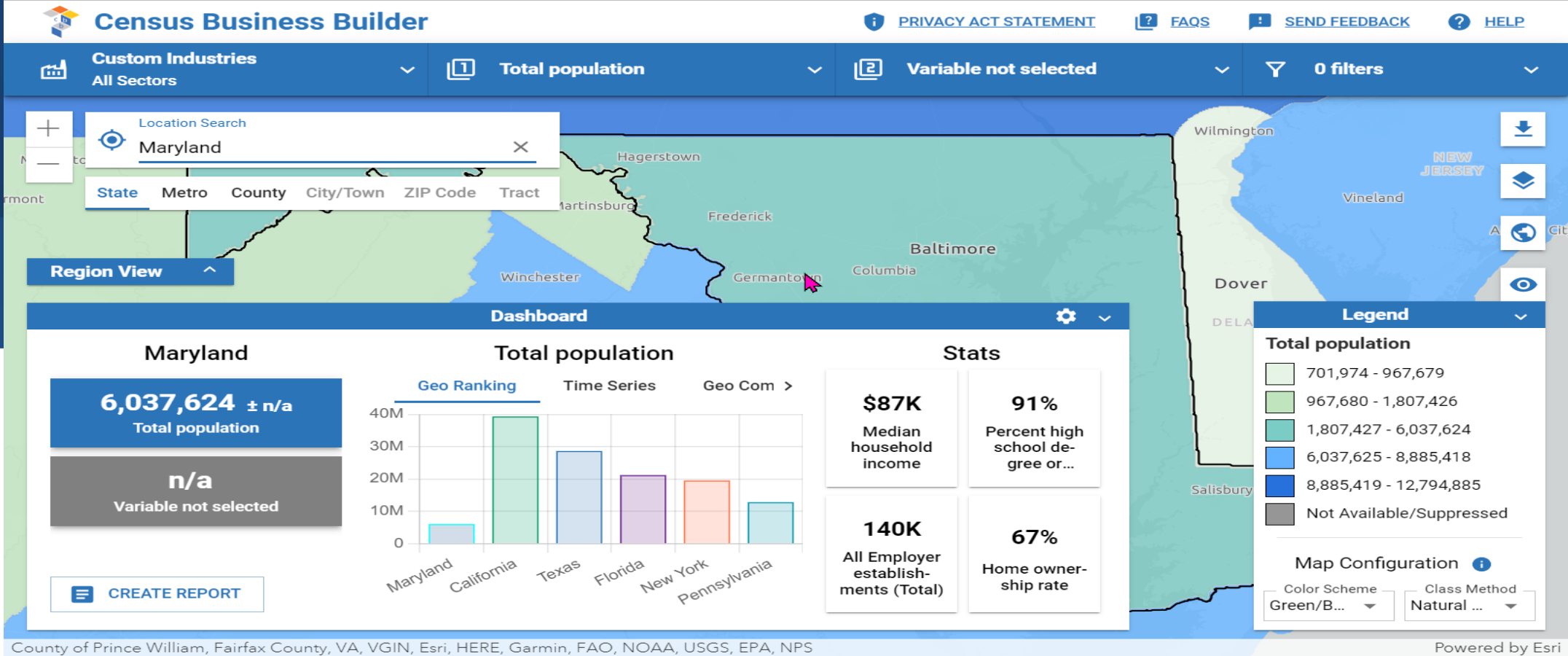


Data.census.gov Newsletter: April 2023

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




Census Business Builder




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Business Profile

Custom Industries - Maryland


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Housing Characteristics

Business Summary

Employer Businesses

Business Revenue

Nonemployer Businesses

Workforce

Quarterly Businesses


Business Comparison



Businesses Totals

Includes key statistics for businesses with 1 or more paid employees (Employers) from the 2019 County Business Patterns, 2018 Nonemployer Statistics program, and the 2017 Economic Census. (These variables are related to the Industry selected.)

Industry	All Employer establishments (Total)	All Nonemployer firms	Total employment of employers	Total annual of employers (\$1,000)
All Sectors	139,734	527,410	2,405,968	\$139,313,303
Accommodation and Food Services	12,147	9,802	241,567	\$4,228,381
Administrative and Support and Waste Management and Remediation Services	8,579	46,575	212,597	\$9,392,616
Agriculture, Forestry, Fishing, and Hunting	185	3,438	973	\$40,998
Arts, Entertainment, and Recreation	2,121	31,004	45,202	\$1,223,297

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Is this page helpful? 

 Yes  No

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

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

Partnerships and Outreach



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

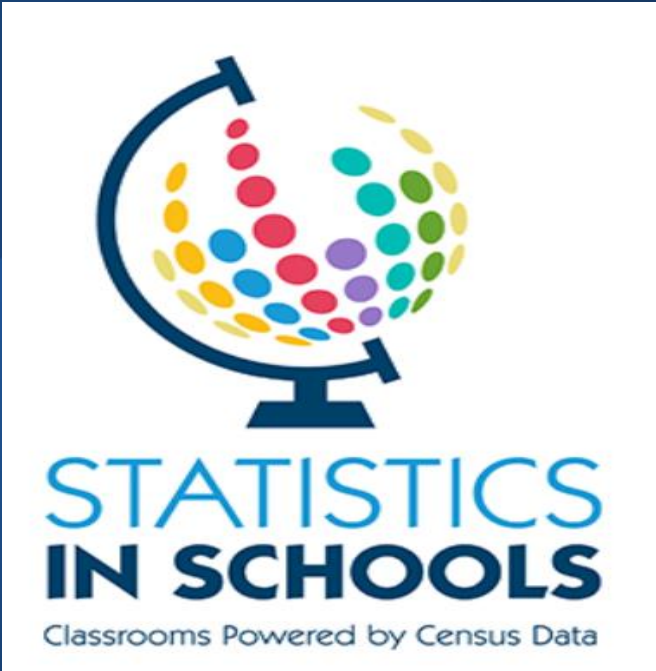
Census Data Users

Fighting Fires With Data



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

Census Bureau Resources & Services



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

Census Academy: Your Learning Hub for Data Skills

Learn how to access and use Census Bureau data your way through our how-to Data Gem videos and in-depth courses, webinars, and tutorials.

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View by Topic

2020 Census Resources



Data Tools Resources



Data Science & Visualization Resources



Top

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.

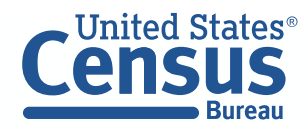
Get in Touch with Us

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Data Dissemination and Training Branch

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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