Webinar Wednesday
November 8, 2023

Your Community By the Numbers

Presented by: Kimberly Davis, Data Dissemination Specialist
U.S. Census Bureau





The Promise Of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.

Helping People. Changing Lives.
community Action
PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

Data Dissemination & Training Branch

Bring our data experts to you: request a free data training for your organization.



Email us at Census.askdata@census.gov
or
Call 1-844-ASK-DATA

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Census Academy
Offering online learning opportunities through:

✓ **Data Gems**
These short "how-to" videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!

✓ **Courses**
You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

✓ **Webinars**
Learn about our data releases and tools while attending these live virtual interactive classes.

https://www.census.gov/academy

Agenda

- Census 101
  - Who Are We & What Do We Do
  - Topics Available
  - Geography Matters
- Overview of four data access products
- Questions

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Who Are We & What We Do

The Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy.

- Operate under Title 13 and 26 of the U.S. Code
- Conduct collection on behalf of the Census Bureau and other Federal organizations
- Modernize Federal Statistics
- International Programs

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https://www.census.gov/about/what.html



Key Programs

- **Every 5 years**
  - *Economic Census*
  - *Census of Governments*
- **Every 10 years**
  - *Decennial Census of Population & Housing*
- **Ongoing Surveys & Programs**
  - *American Community Survey*
  - *Current Population Survey*
  - *Combining Data*
  - *Population Estimates*

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

American Community Survey

- 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.
- Surveys 3.5 million
- Helps informs how trillions of dollars in federal funds are distributed each year
- Covers 40+ topics, supports over 300 evidence-based Federal government uses, & produces 11 billion estimates each year

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- Three key annual data releases:
  - *1-year Estimates*
    Release for geographic areas with a populations 65,000+
  - *1-year Supplemental Estimates*
    Release for geographic areas with a populations of 20,000+
  - *5-year Estimates*
    Released for all areas down to a Census Tract and some Block Groups

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

What Topics Are Available? ACS vs Decennial Census

American Community Survey Topics

Economic

Income
Benefits
Employment Status
Occupation
Industry
Commuting to Work
Place of Work

Demographic

Age
Sex
Race
Hispanic Origin
Group Quarters

Housing

Tenure
Housing Value
Occupancy
Taxes & Insurance
Household Size
Utilities

Social

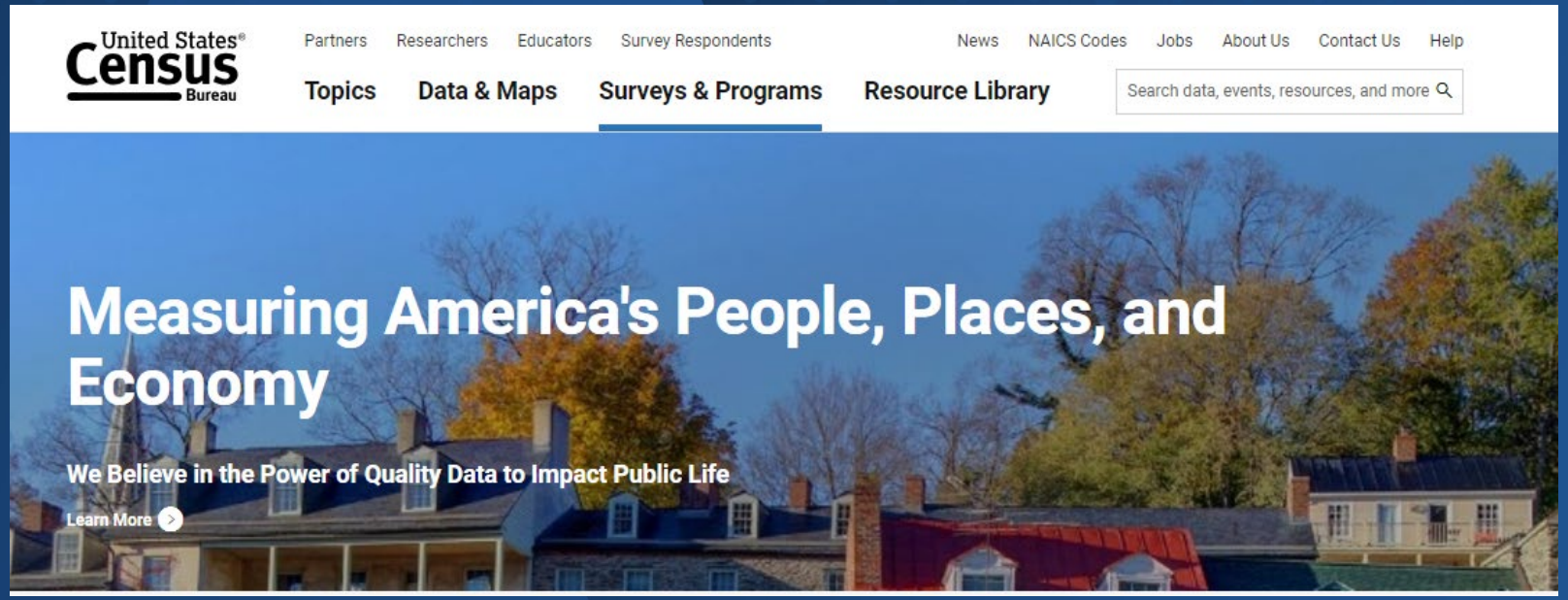
- *Ancestry*
- *Citizenship Status*
- *Disability Status*
- *Educational Attainment & School Enrollment*
- *Fertility*
- *Grandparents as Caregivers*
- *Language Spoken at Home*
- *Marital History; Marital Status*
- *Migration/Residence 1 Year Ago*
- *Period of Military Service*
- *Place of Birth*
- *Undergraduate Field of Degree*
- *Veteran Status*
- *Year of Entry*

Decennial Census Topics

Age
Race
Sex
Hispanic or Latino Origin
Household Relationship
Tenure (Owned vs. Rented)
Vacancy Characteristics
Group Quarters

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Navigating census.gov



most frequently requested data for the four subject area

- **Topics -** Index of all topics A-Z, includes most searched subjects
- **Data & Maps -** Includes most used tools, full list of data tools and apps
- **Surveys & Programs -** Sources list of data collection programs
- **Resource Library -** Collection of dynamic data products, videos, infographics, fats sheets publications
- **Global Search (type in search) -** Smart search, returning information from all sources

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Census Survey Explorer

Discover U.S. Census Bureau surveys or censuses by filtering:

- **Geography level**
- **Frequency** of data release
- **Topics**
  - Demographic
  - Economic
  - Housing
  - Social
  - Government
- **Subtopics** are categorized under the five broad topics, which represent the types of surveys we conduct.



Housing Subtopics:

Construction	Occupancy
Costs (Mortgage, Taxes, Insurance)	Permits
Expenditures	Plumbing/Kitchen Facilities
Expenses	Rental
Heating Fuel	Residential
Homeowner	Structure
Homeownership	Tenure (Own/Rent)
Home Value	Utilities
Housing	Vacancy/Vacancies
Housing Costs	Vehicles
	Year Built
	Year Moved In

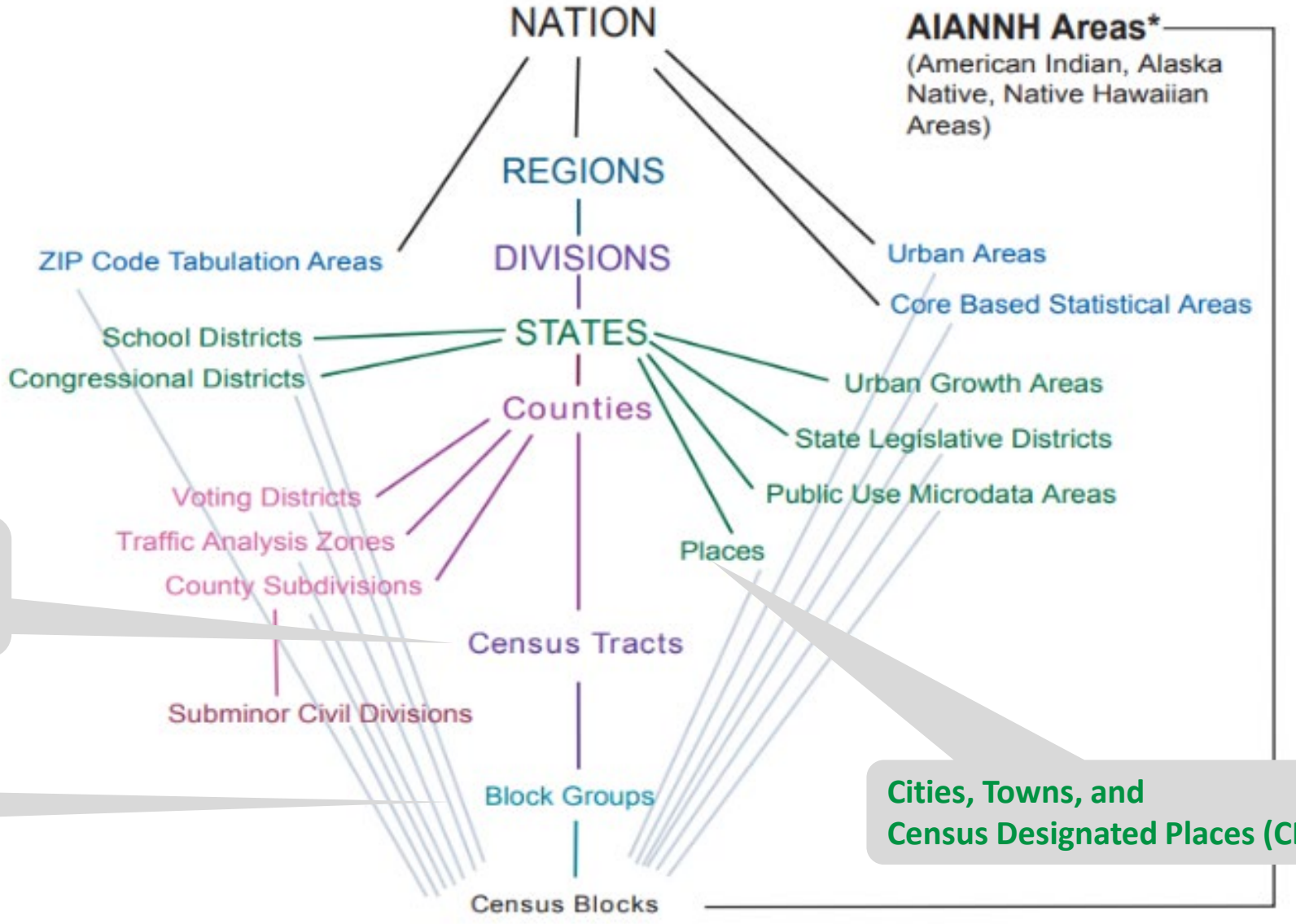
https://www.census.gov/data/data-tools/survey-explorer/

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Geography Matters

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Census Geography Hierarchy



Census Tract
- **1,200 to 8,000 population (optimum 4,000)**
- **480 to 3,200 housing** units

Census Block Group
- 600 to 3,000 population
- 240 to 1,200 housing units

Cities, Towns, and Census Designated Places (CDP)

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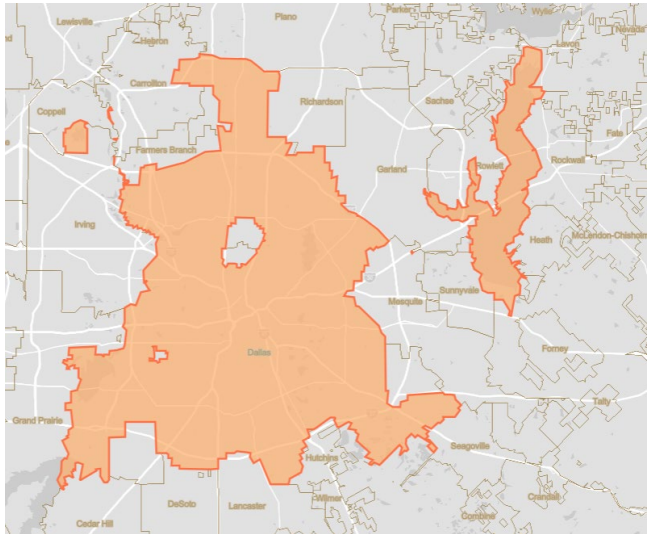
Hierarchy of Census Geography, From Nation to Block



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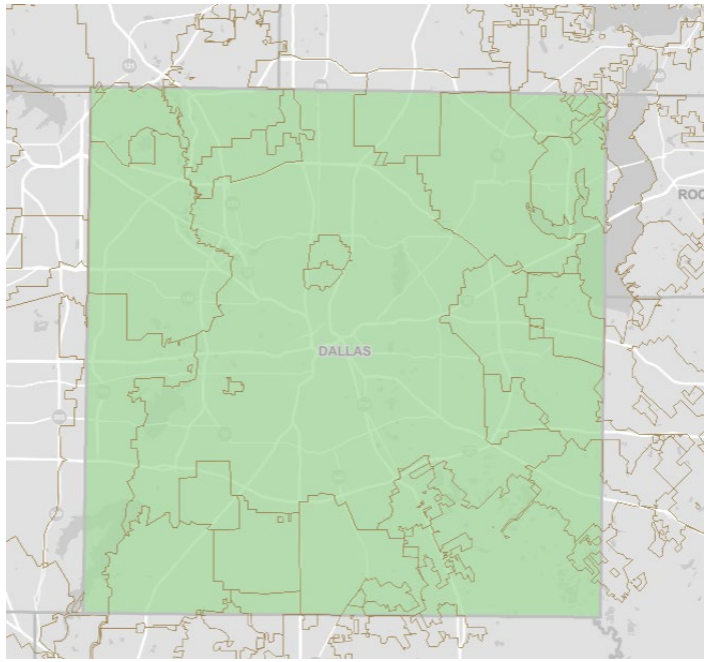
Why Geographic Areas Matter?

PLACE: Dallas, TX



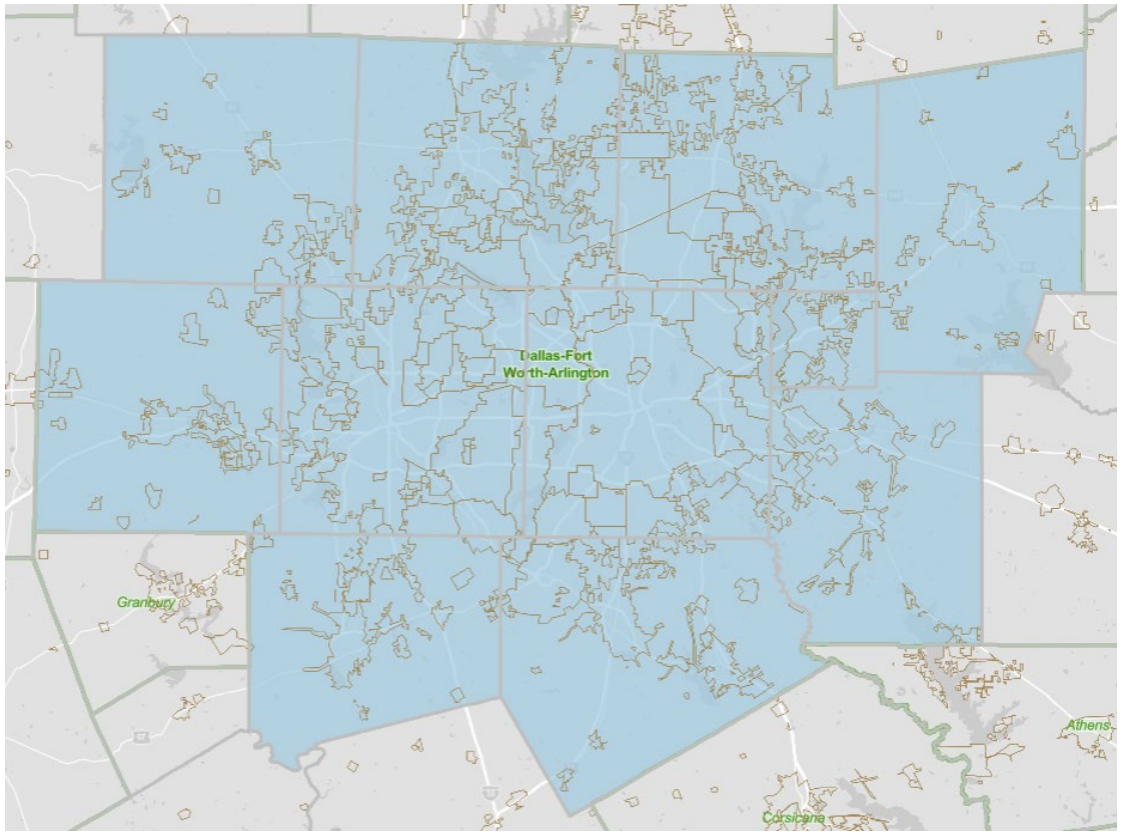
2020 Housing Units: 572,194

COUNTY: Dallas County, TX



2020 Housing Units: 1,038,656

METROPOLITAN AREA: Dallas-Fort Worth-Arlington, TX



2020 Housing Units: 2,947,189

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Geography Matters

- The Geographic Names Information System (GNIS) is the federal standard for geographic nomenclature.
- Codes for Geographic Entities
  - Federal Information Processing Series (FIPS)
  - National Standard (NS)

FIPS Code: **080010078021000**
is a unique code for a block within Adams County, CO

State Code (2 digit)	County Code (3 digit)	Tract Code (6 digit)	Block Group (1digit)	Block Code (4 digits)
08	001	0078.02	1	000

FIPS Code 08675 is Brighton City, CO

State Code (2 digit)	Place Code (5 digit)
08	08675

https://www.census.gov/programs-surveys/geography.html

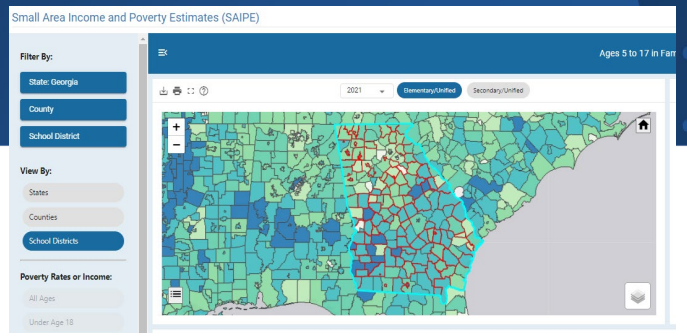
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Data Access Products

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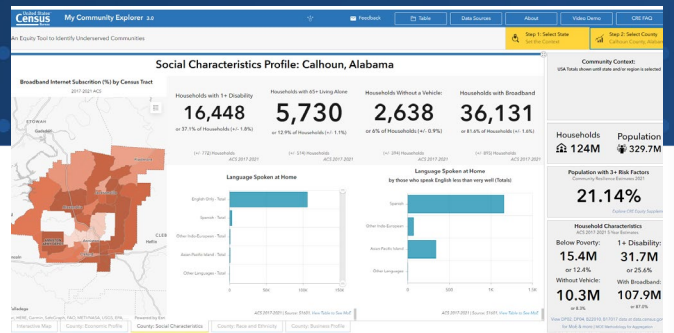
Data Tools for Grant Writing and Nonprofit Planning

Income & Poverty Interactive



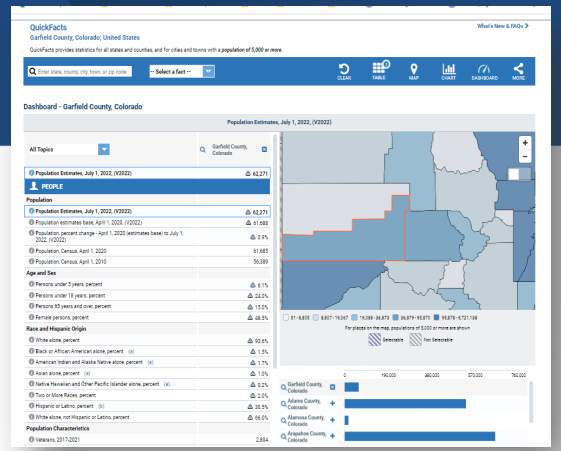
[Income and Poverty Interactive Tool]

My Community Explorer



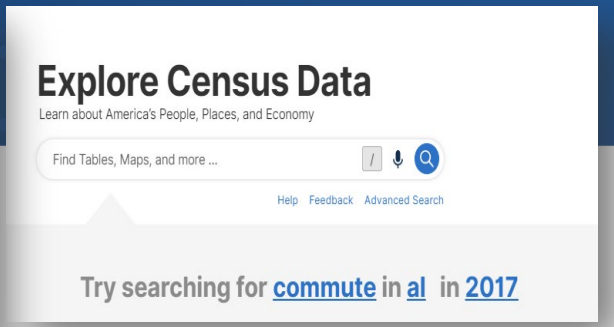
[My Community Explorer]

QuickFacts



[QuickFacts]

data.census.gov

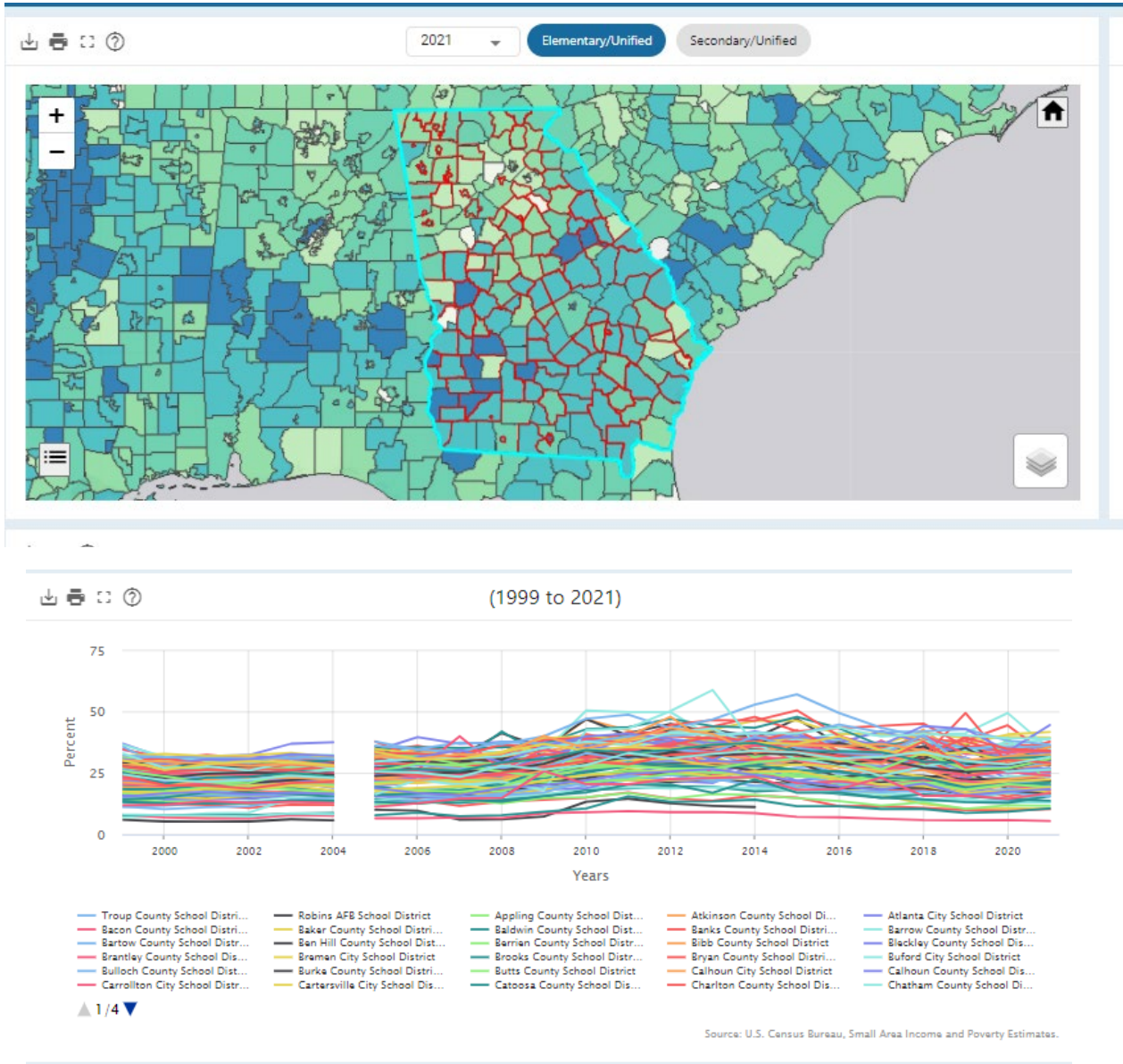


[Explore data on data.census.gov]

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Income & Poverty Interactive Tool

- Uses data from Small Area Income and Poverty Estimates (SAIPE)
- Displays data in map, chart and table
- Available at State, County and School District geographies
- Shares Poverty Rates or Income for:
  - All Ages
  - Under Age 18
  - Ages 5 to 17 in Families
  - Under Age 5
  - Median Household Income



https://www.census.gov/data-tools/demo/saipe/#/

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Income & Poverty Interactive Tool

Small Area Income and Poverty Estimates (SAIPE)

Filter By:

State: —

County

School District

Poverty Rates or Income:

All Ages

Under Age 18

Ages 5 to 17 in Families

Under Age 5

Median Household Income

Reset

Notes:

Statistics for ages under 5 years are available only at the state level.

Trends: Hover over a line on the graph to see its confidence interval. Click a name in the legend to gray it out and temporarily hide its line.

The gap between 2004 and 2005 represents a switch from the Current Population Survey to the American Community Survey.

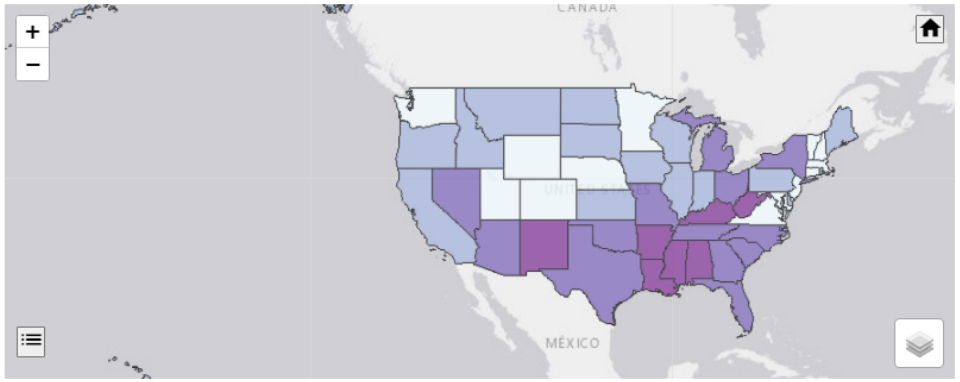
Table: You can sort columns by clicking the header. Click again to sort in the other direction.

SAIPE data can also be downloaded via SAIPE Datasets and the Census Bureau's API.

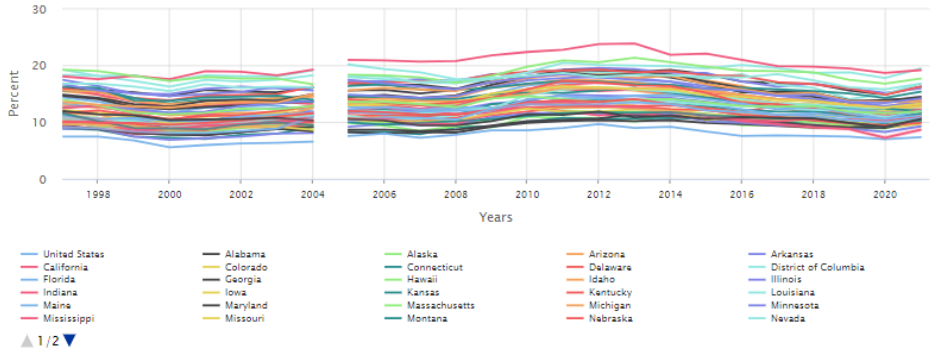
Supplemental Nutrition Assistance

All Ages in Poverty

2021



(1997 to 2021)



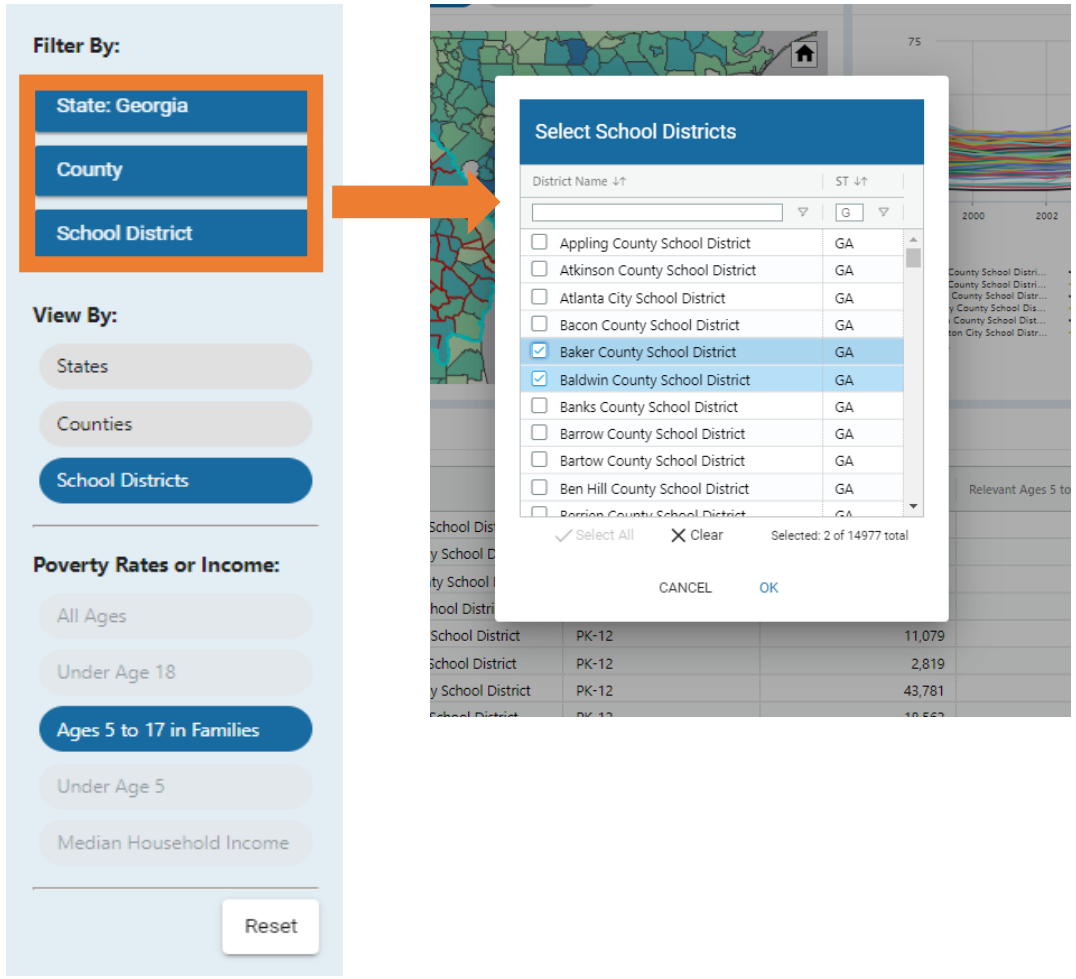
Source: U.S. Census Bureau, Small Area Income and Poverty Estimates.

Year	ID	Name	Poverty Universe	Number in Poverty	90% Confidence Interval	Percent in Poverty	90% Confidence Interval
2021	00000	United States	324,173,084	41,393,176	41,149,497 to 41,636,855	12.8	12.7 to 12.9
2021	01000	Alabama	4,920,612	800,848	782,169 to 819,527	16.3	15.9 to 16.7
2021	02000	Alaska	716,775	77,736	74,178 to 81,294	10.8	10.3 to 11.3
2021	04000	Arizona	7,126,989	919,680	900,349 to 939,011	12.9	12.6 to 13.2
2021	05000	Arkansas	2,944,309	471,195	458,260 to 484,130	16.0	15.6 to 16.4
2021	06000	California	38,481,991	4,742,405	4,689,999 to 4,794,811	12.3	12.2 to 12.4
2021	08000	Colorado	5,696,137	554,126	540,035 to 568,217	9.7	9.5 to 9.9
2021	09000	Connecticut	3,506,220	355,861	344,138 to 367,584	10.1	9.8 to 10.4
2021	10000	Delaware	978,677	113,026	107,766 to 118,286	11.5	11.0 to 12.0
2021	11000	District of Columbia	637,501	107,307	101,426 to 113,188	16.8	15.9 to 17.7
2021	12000	Florida	21,368,601	2,830,813	2,790,138 to 2,871,488	13.2	13.0 to 13.4
2021	13000	Georgia	10,529,513	1,493,837	1,463,589 to 1,524,085	14.2	13.9 to 14.5
2021	15000	Hawaii	1,402,376	152,656	146,272 to 159,040	10.9	10.4 to 11.4

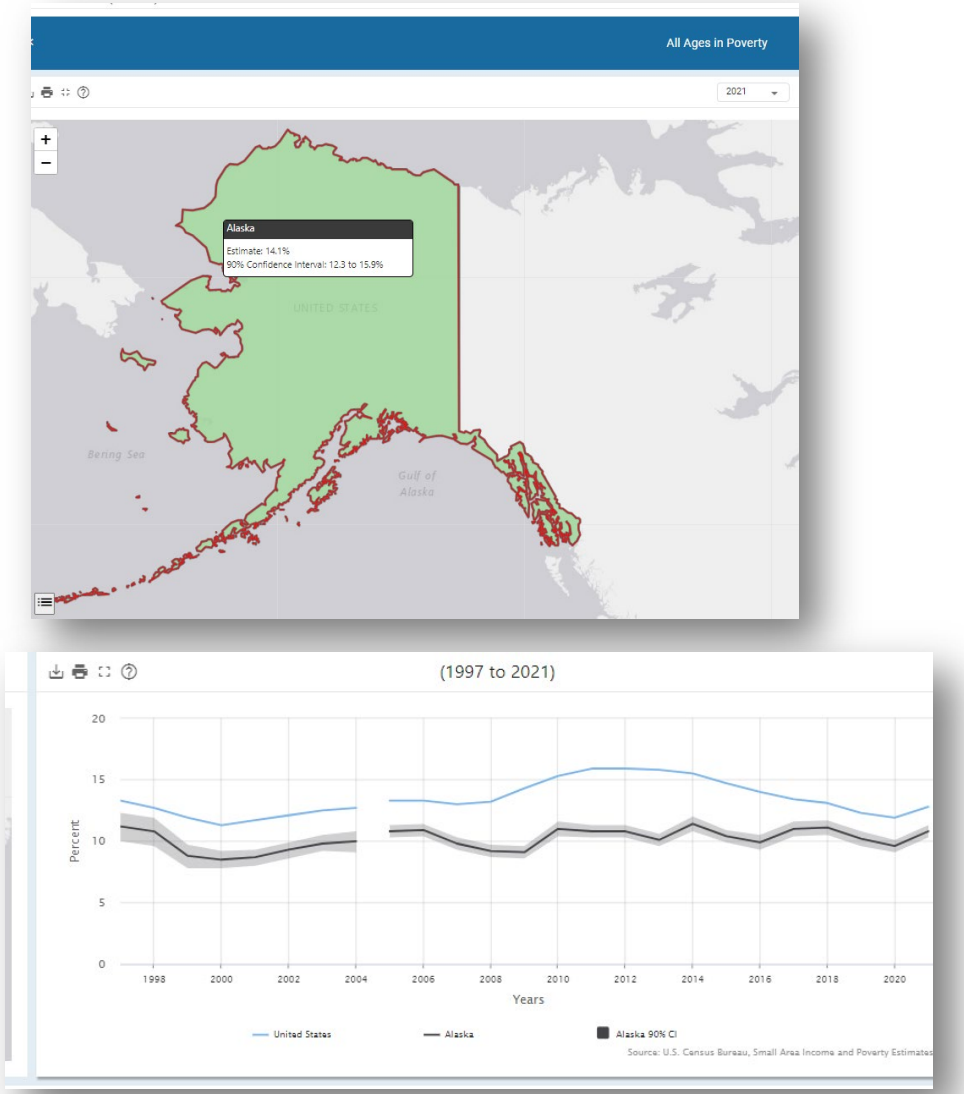
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Income & Poverty Interactive Tool

1

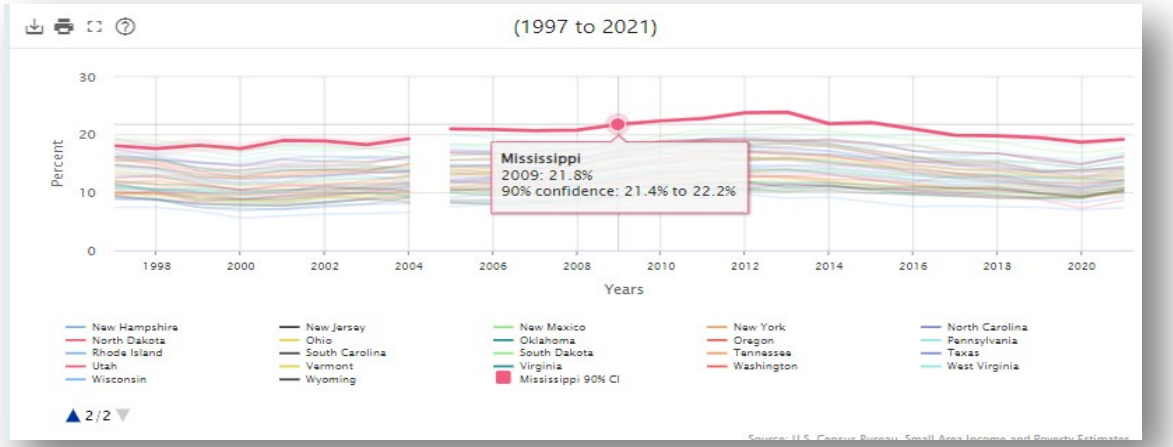


2

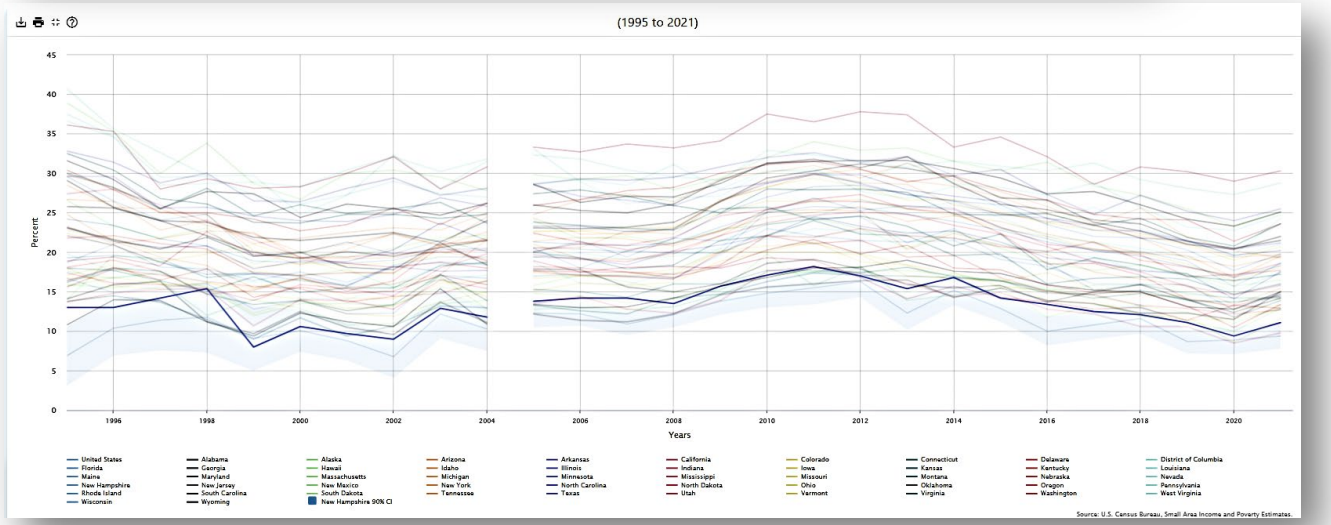


Income & Poverty Interactive Tool

1



2



3

Chart Displays:

- Year
- Geographic ID
- Geographic Name
- Poverty Universe
- Poverty Number
- Poverty Percent
- Median Household Income Number
- Confidence Interval

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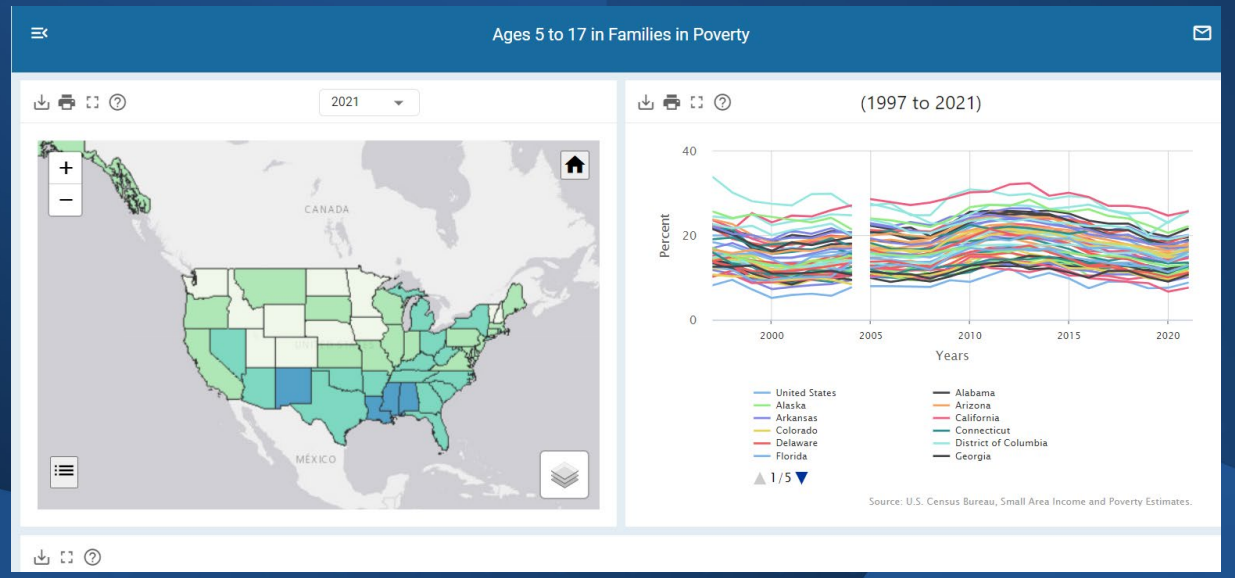
Income & Poverty Interactive Tool Summary

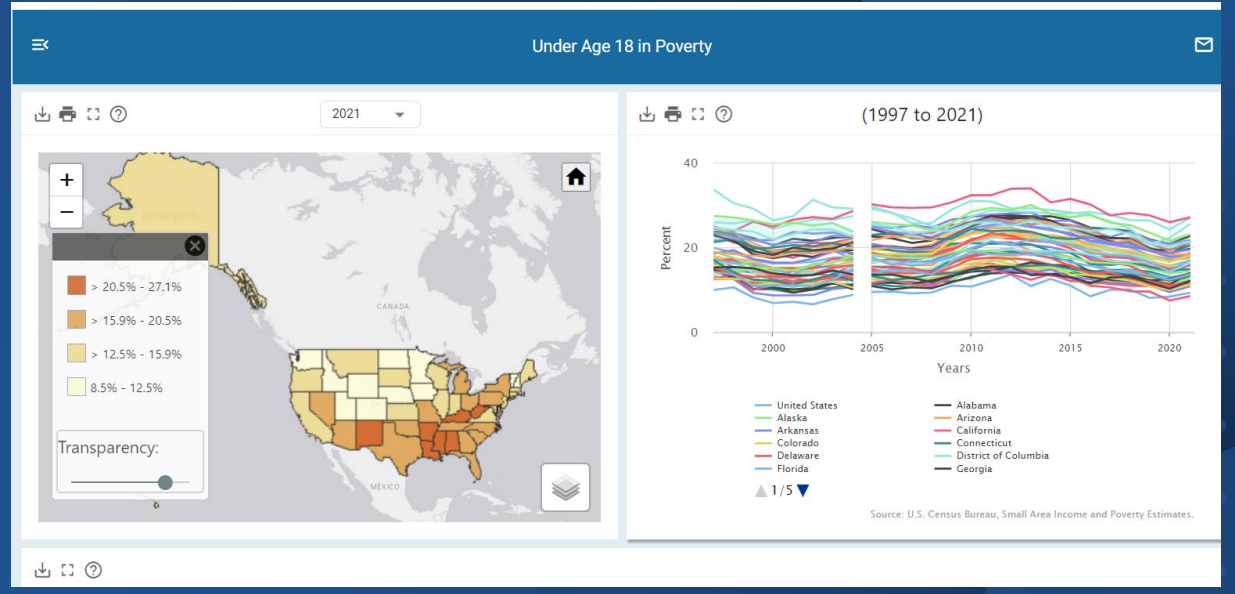
- Produces single-year estimates of income and poverty from 1997 to 2021, for:
  - All U.S. states
  - All counties
  - School-age children in poverty for all 13,000+ school districts.

- Easy to use, understand and extract Small Area Income and Poverty Estimates (SAIPE) data

- Displays in map, chart and table

- Shares Poverty Rates or Income for:
  1. All Ages
  2. Under Age 18
  3. Ages 5 to 17 in Families
  4. Under Age 5
  5. Median Household Income





https://www.census.gov/about/what/data-equity/tools.html

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My Community Explorer

An Equity Tool to Identify Underserved Communities

- Combines select business, demographic, and resilience data with risk factor ratings

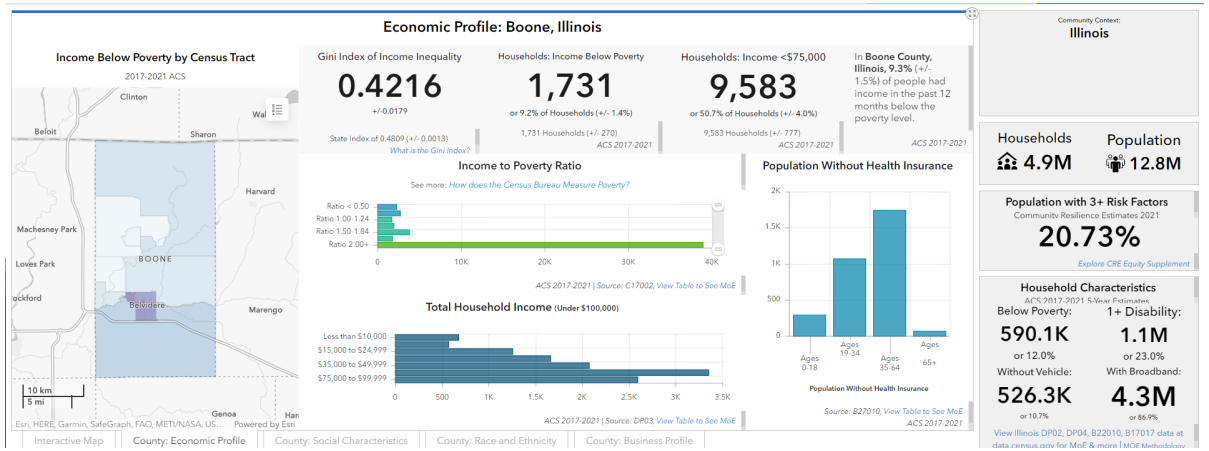
- Predominance on the map in the center, shares active tropical disturbances, wildfires, and air quality for the U.S.
- Data Available in table view, shareable and downloadable

Data filtering is available for

- County Economics
- County Social Characteristics
- Race and Ethnicity
- Business Profiles *(Note: for privacy protection, economic data will not be available at the Census Tract.)*

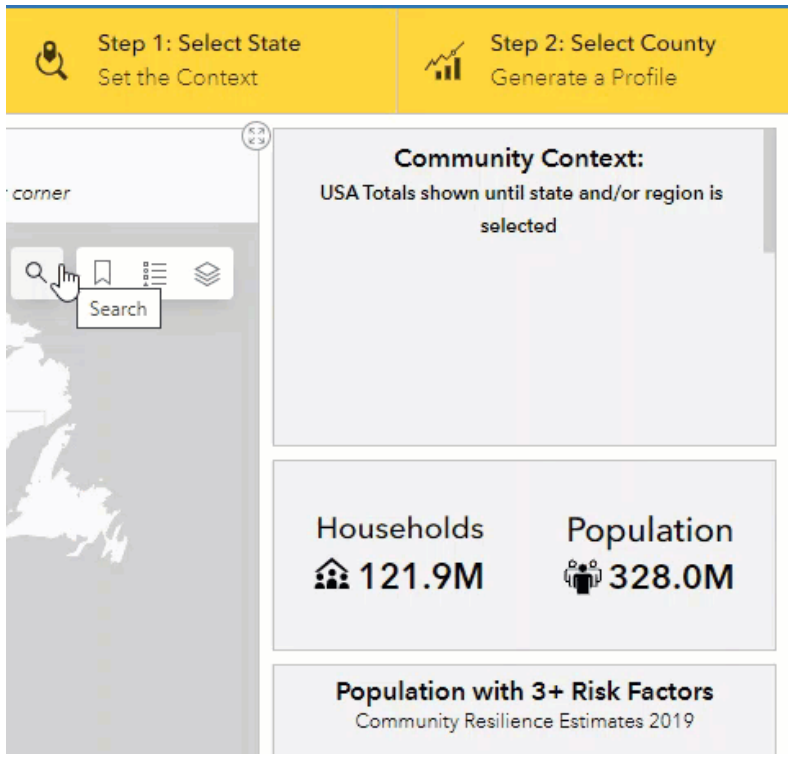
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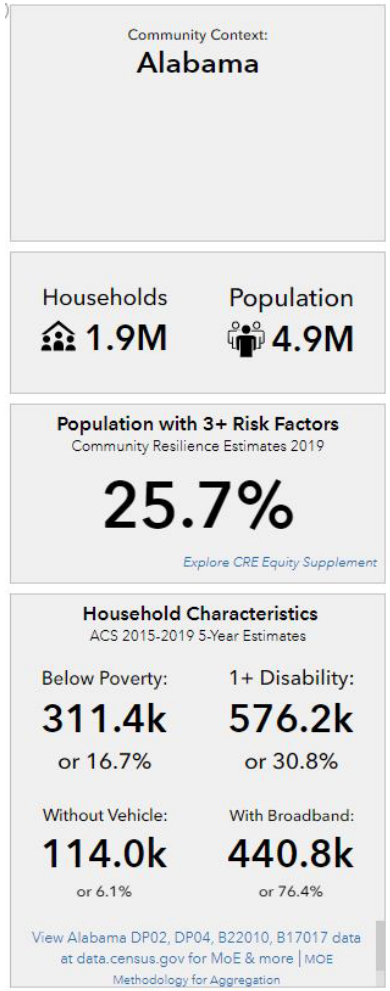




My Community Explorer

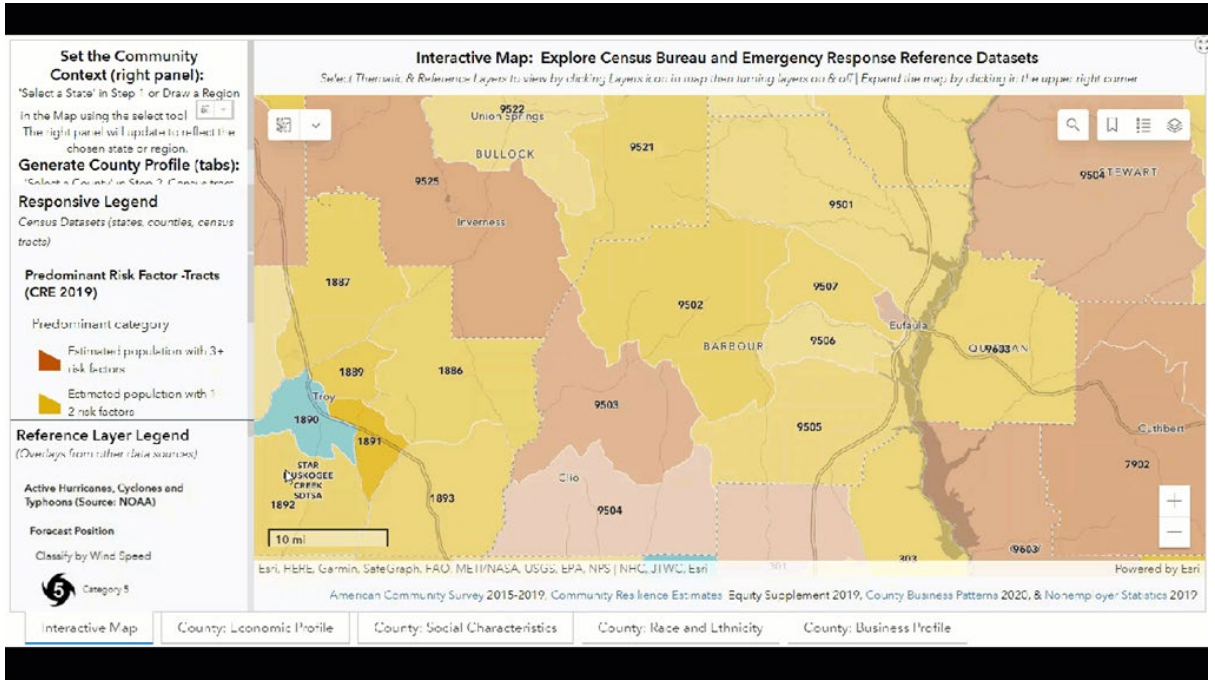
1 Select a state and/or county





2 View totals for the state in the Community Context panel on the right (before a state is selected, US totals are shown).

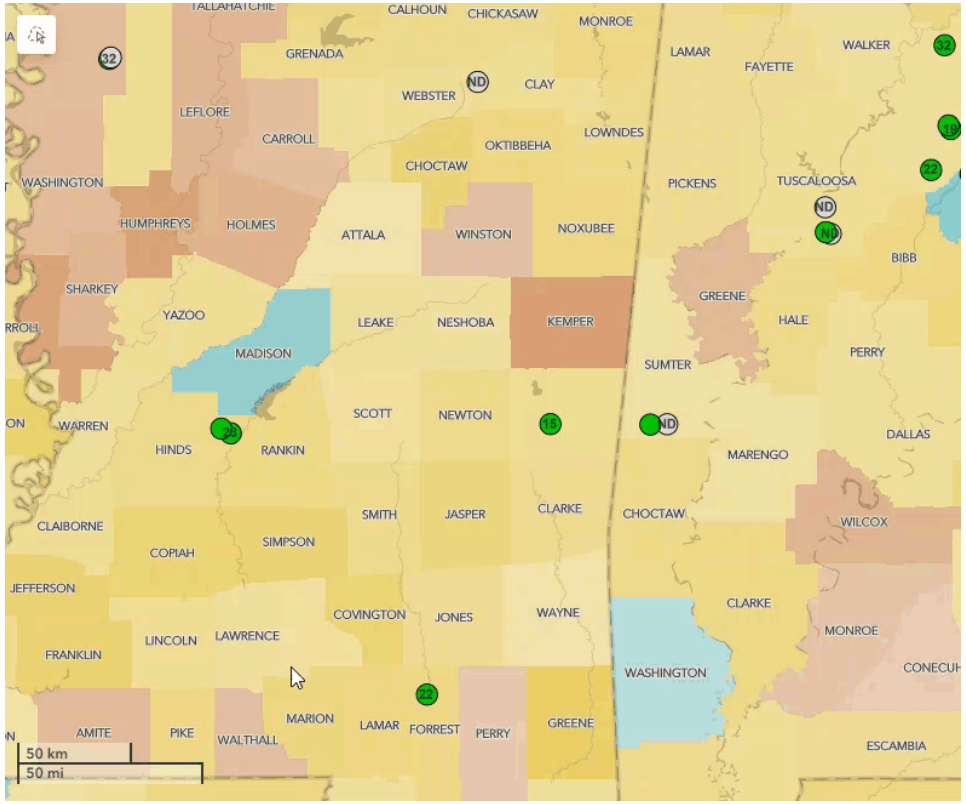
3 Browse the County Profile tabs at the bottom of the application to see details about the selected county.



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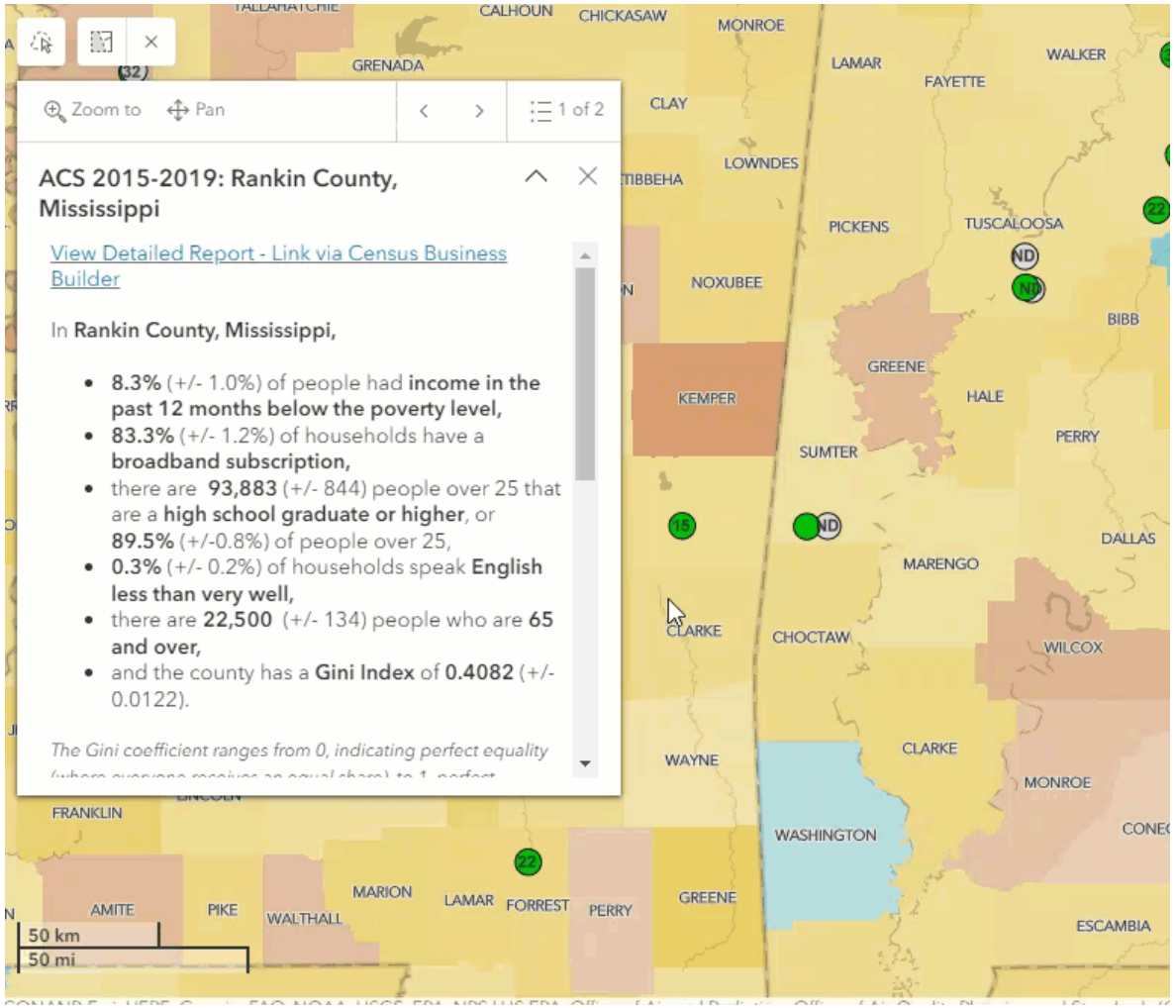
My Community Explorer

4 Zoom the map and select a county or tract to view map popup information.



5

- Click through the arrows to view popups for each layer that is on in the map.
- View Detailed Report
- Option to “X” Clear selection, start over

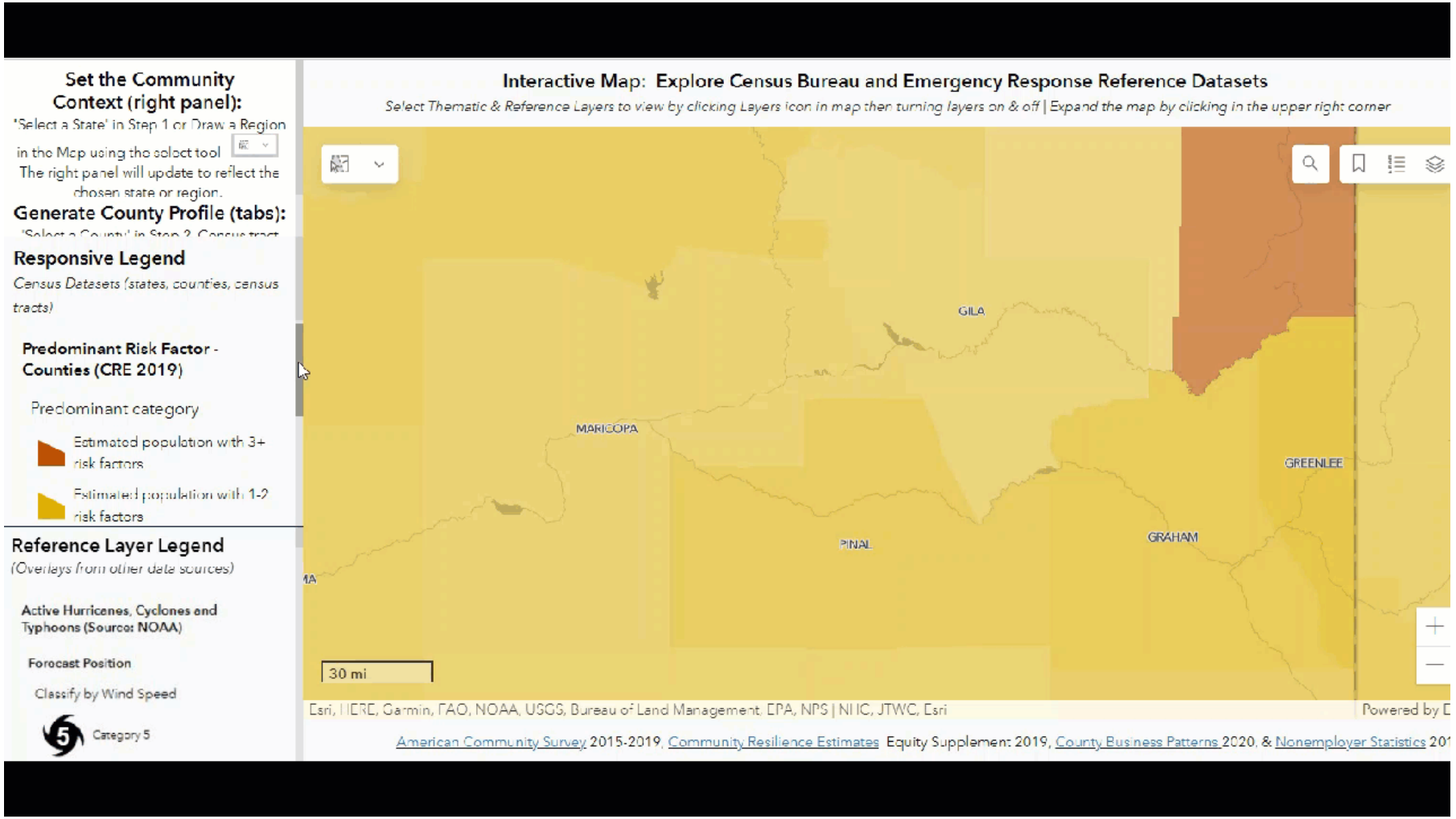


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My Community Explorer

Browse the Legends on the left to view information about all map layers. The first Legend is dynamic, showing US Census layers.

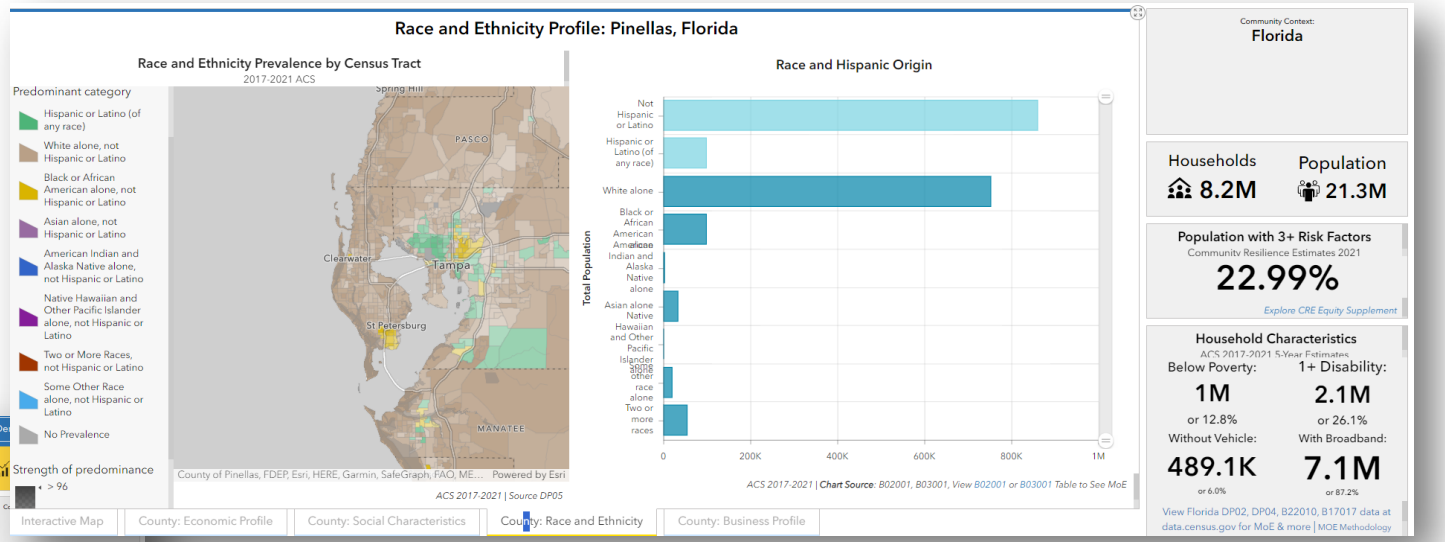
- Default, the Community Resilience Estimates layer is on.
- The second Legend shows all reference layers from other sources.

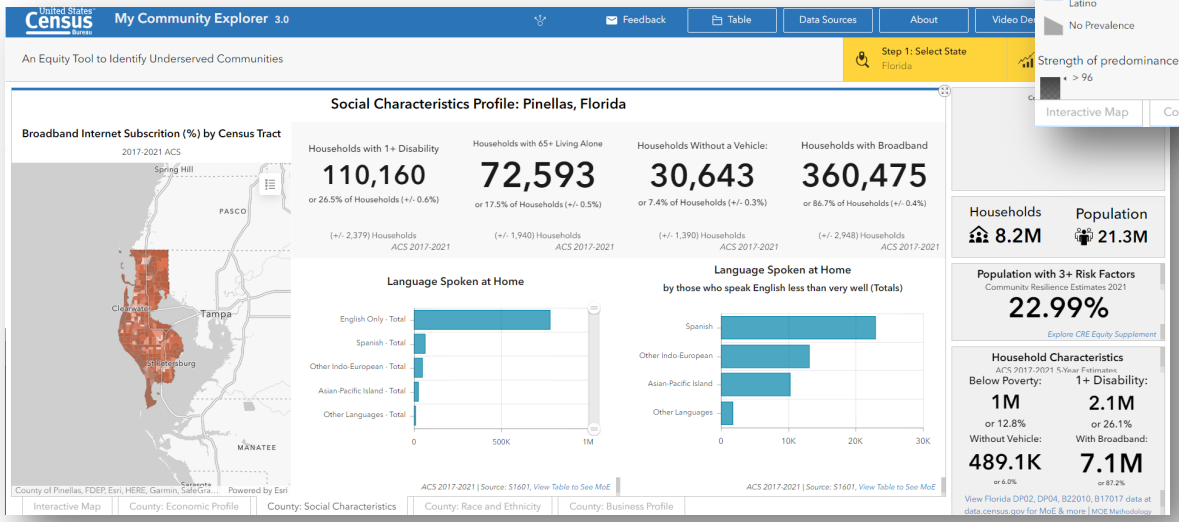


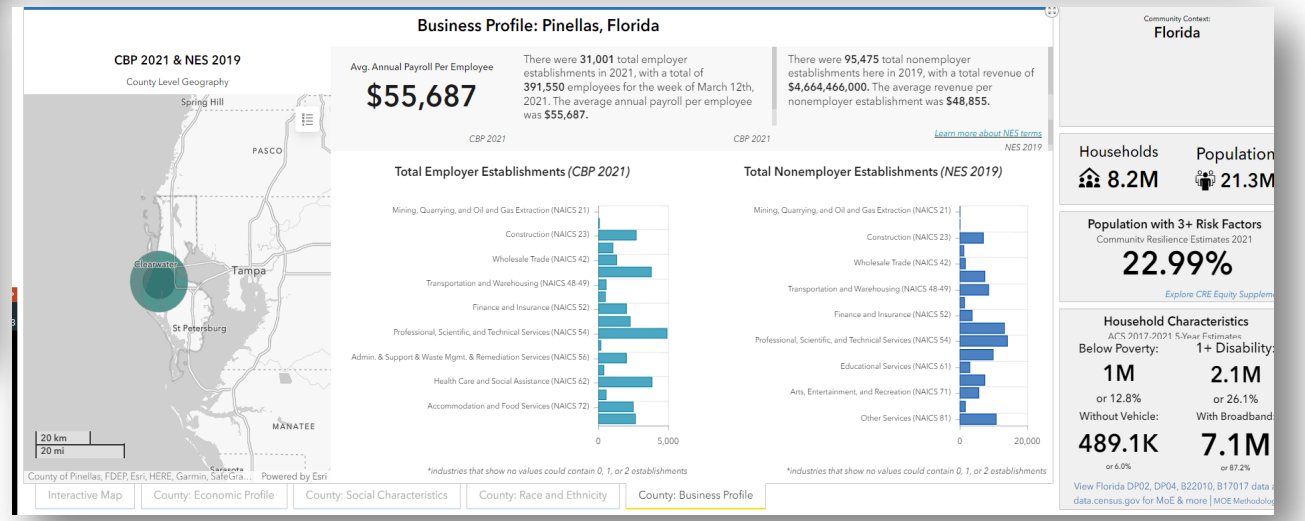
My Community Explorer

Data View Options:

- County: Economic Profile
- County: Social Characteristics
- County: Race and Ethnicity
- County: Business Profile





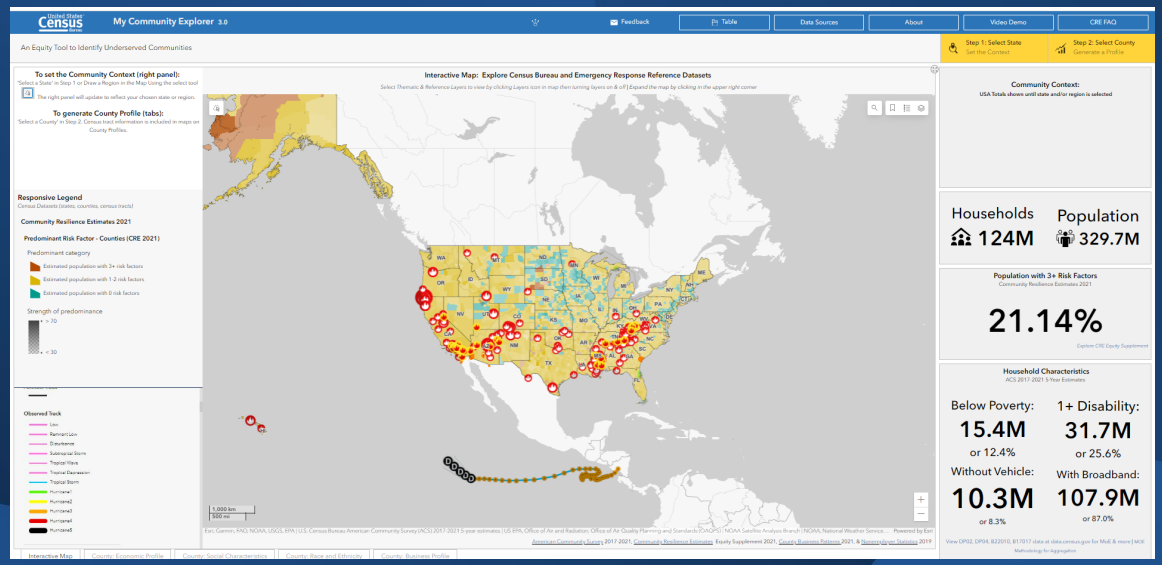


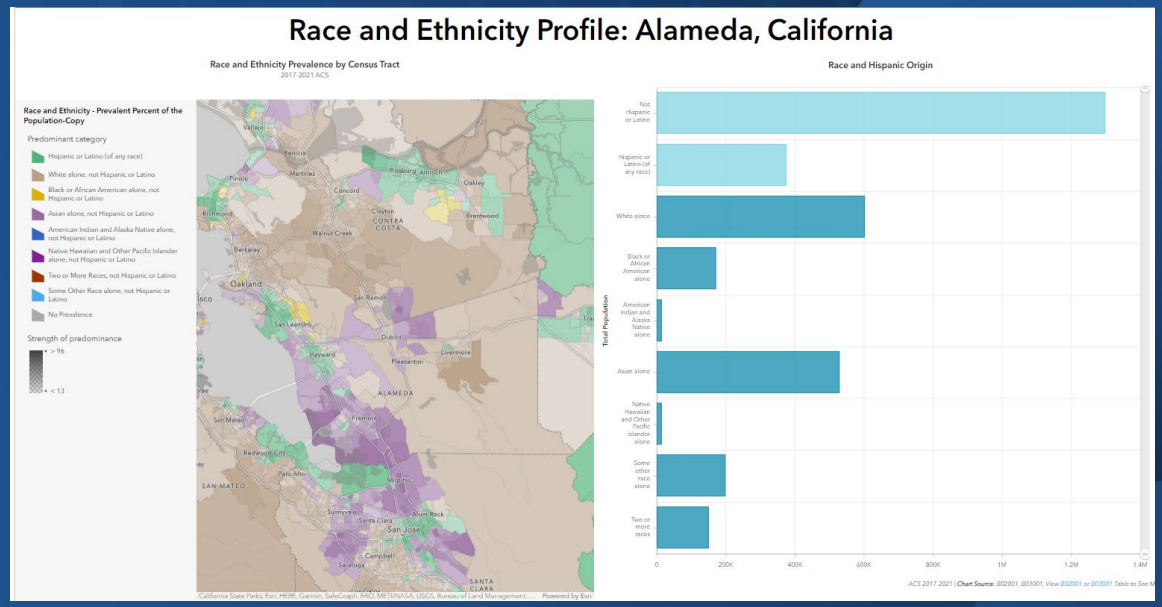
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My Community Explorer Summary

An Equity Tool to Identify Underserved Communities

- Combines select business, demographic, and resilience microdata housed at the U.S. Census Bureau.
  - County Economics
  - County Social Characteristics
  - Race and Ethnicity
  - Business Profiles *(Note: for privacy protection, economic data will not be available at the Census Tract.)*
- Able to go down to the person-level and flag individuals living with a social vulnerability risk factor.
- Mapping navigation, shares active tropical disturbances, wildfires, and air quality for the U.S.
- Data Available in table view, shareable and downloadable





QuickFacts

- QuickFacts is an easy-to-use application that provides:
  - Tables
  - Maps
  - Charts

Frequently requested statistics from many Census Bureau censuses, surveys, and programs

Updated as data is released

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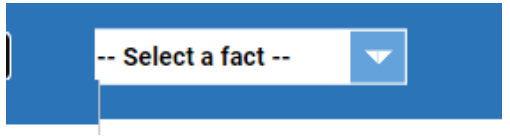
Case Study Example 1: Compare geographic areas

1. Go to QuickFacts at https://www.census.gov/quickfacts/fact/table/US/PST045222

2. Type your county in the search box, select from the dropdown.



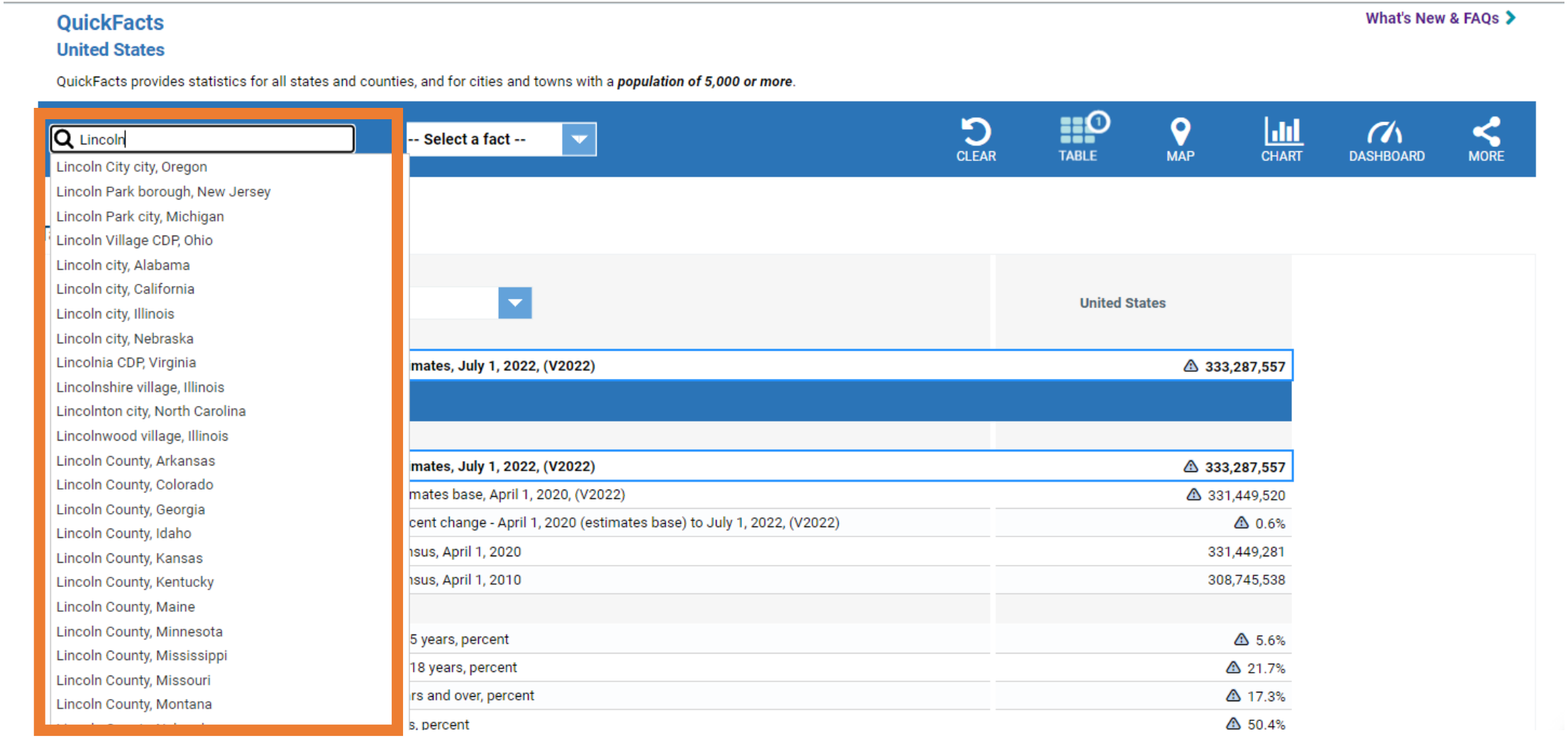
3. Select Fact from dropdown list of 14 topics and subtopics.



4. Select View from action items and confirm geographic level for view.

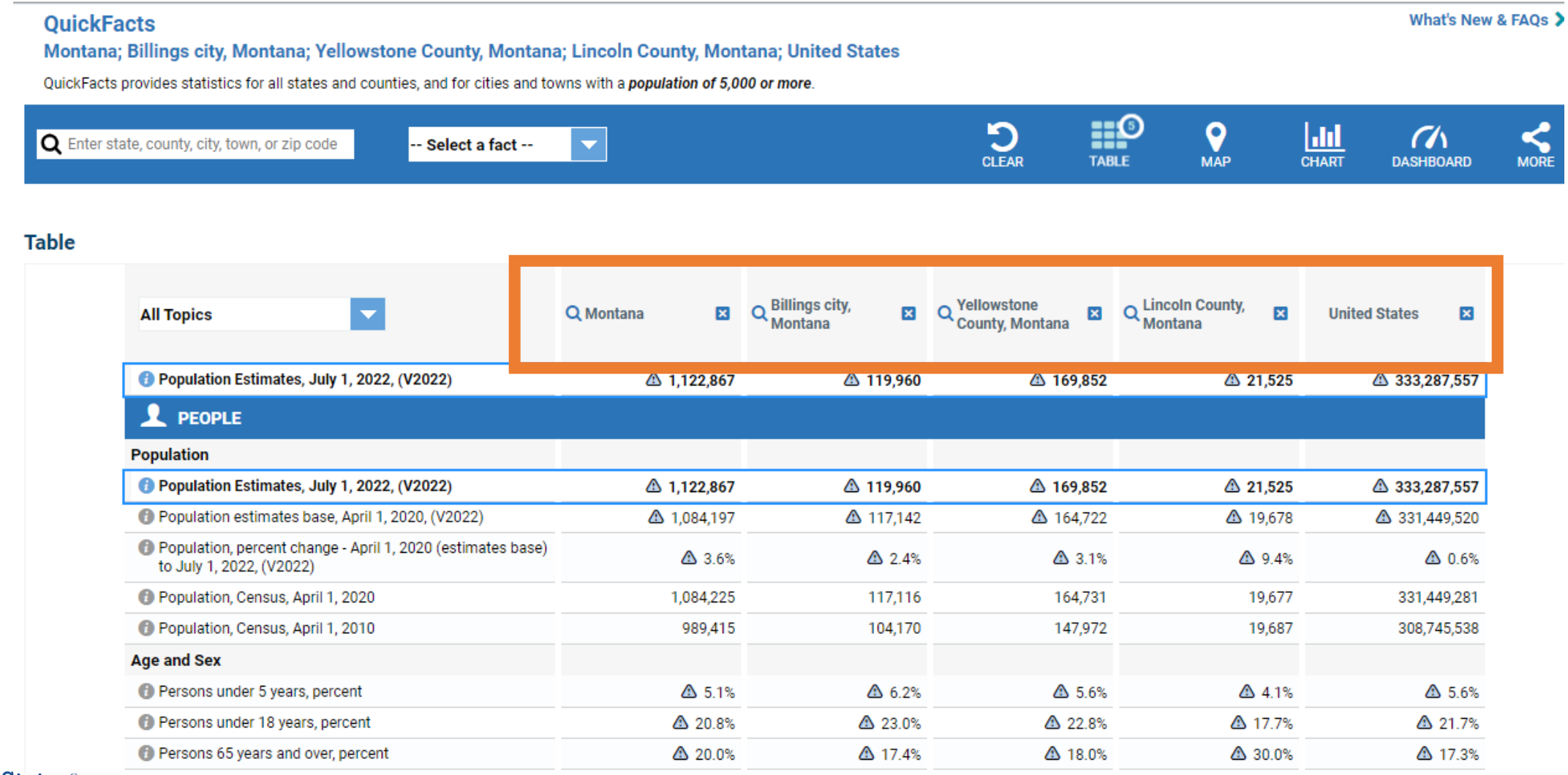


QuickFacts – Selecting Geography



United States® Census Bureau

QuickFacts – Selecting Geography



QuickFacts

Montana; Billings city, Montana; Yellowstone County, Montana; Lincoln County, Montana; United States

What's New & FAQs

QuickFacts provides statistics for all states and counties, and for cities and towns with a ***population of 5,000 or more***.

Enter state, county, city, town, or zip code

-- Select a fact --

CLEAR TABLE MAP CHART DASHBOARD MORE

Table

All Topics	Montana	Billings city, Montana	Yellowstone County, Montana	Lincoln County, Montana	United States
Population Estimates, July 1, 2022, (V2022)	1,122,867	119,960	169,852	21,525	333,287,557
PEOPLE					
Population					
Population Estimates, July 1, 2022, (V2022)	1,122,867	119,960	169,852	21,525	333,287,557
Population estimates base, April 1, 2020, (V2022)	1,084,197	117,142	164,722	19,678	331,449,520
Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	3.6%	2.4%	3.1%	9.4%	0.6%
Population, Census, April 1, 2020	1,084,225	117,116	164,731	19,677	331,449,281
Population, Census, April 1, 2010	989,415	104,170	147,972	19,687	308,745,538
Age and Sex					
Persons under 5 years, percent	5.1%	6.2%	5.6%	4.1%	5.6%
Persons under 18 years, percent	20.8%	23.0%	22.8%	17.7%	21.7%
Persons 65 years and over, percent	20.0%	17.4%	18.0%	30.0%	17.3%

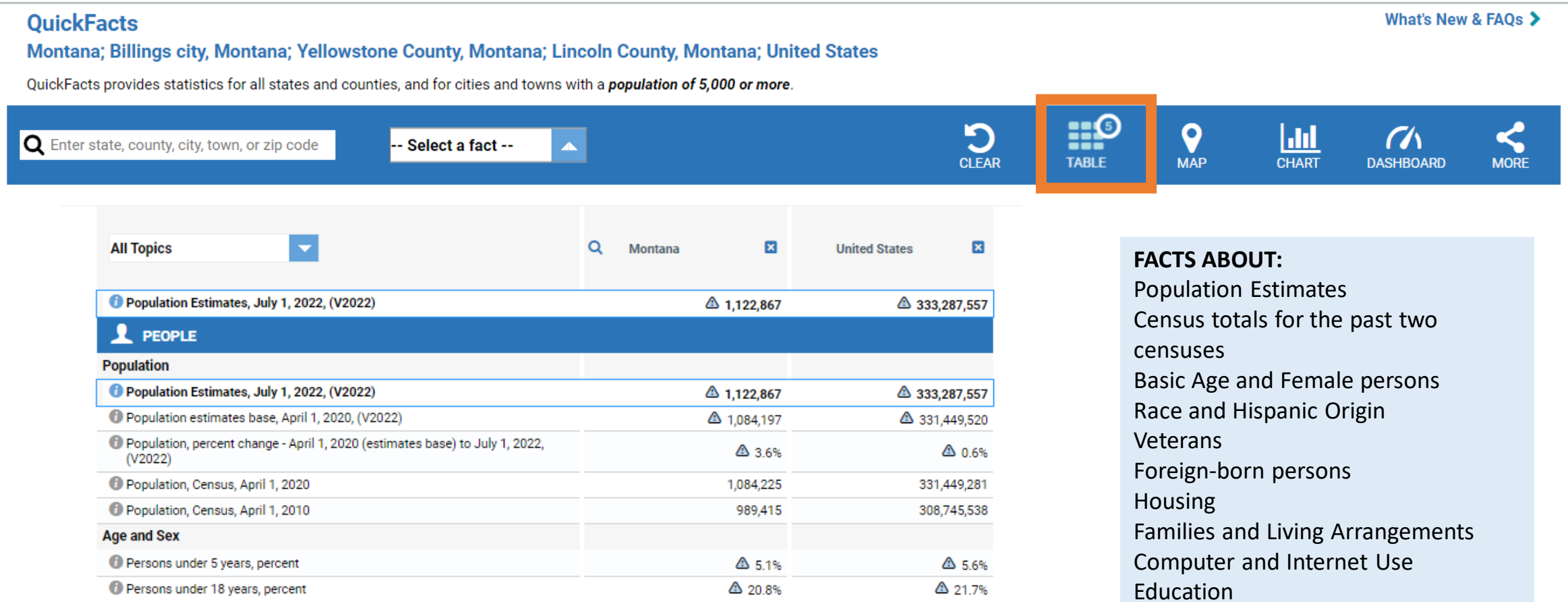
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QuickFacts Topics and SubTopics



United States® Census Bureau

QuickFacts Action Item: Table



QuickFacts

Montana; Billings city, Montana; Yellowstone County, Montana; Lincoln County, Montana; United States

What's New & FAQs

QuickFacts provides statistics for all states and counties, and for cities and towns with a ***population of 5,000 or more***.

Enter state, county, city, town, or zip code

-- Select a fact --

CLEAR | TABLE | MAP | CHART | DASHBOARD | MORE

All Topics	Montana	United States
Population Estimates, July 1, 2022, (V2022)	1,122,867	333,287,557
PEOPLE		
Population		
Population Estimates, July 1, 2022, (V2022)	1,122,867	333,287,557
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FACTS ABOUT:

Population Estimates
Census totals for the past two censuses
Basic Age and Female persons
Race and Hispanic Origin
Veterans
Foreign-born persons
Housing
Families and Living Arrangements
Computer and Internet Use
Education
Health
Economy
Transportation
Income and Poverty
Businesses
Geography

United States® Census Bureau

QuickFacts Action Item: Chart

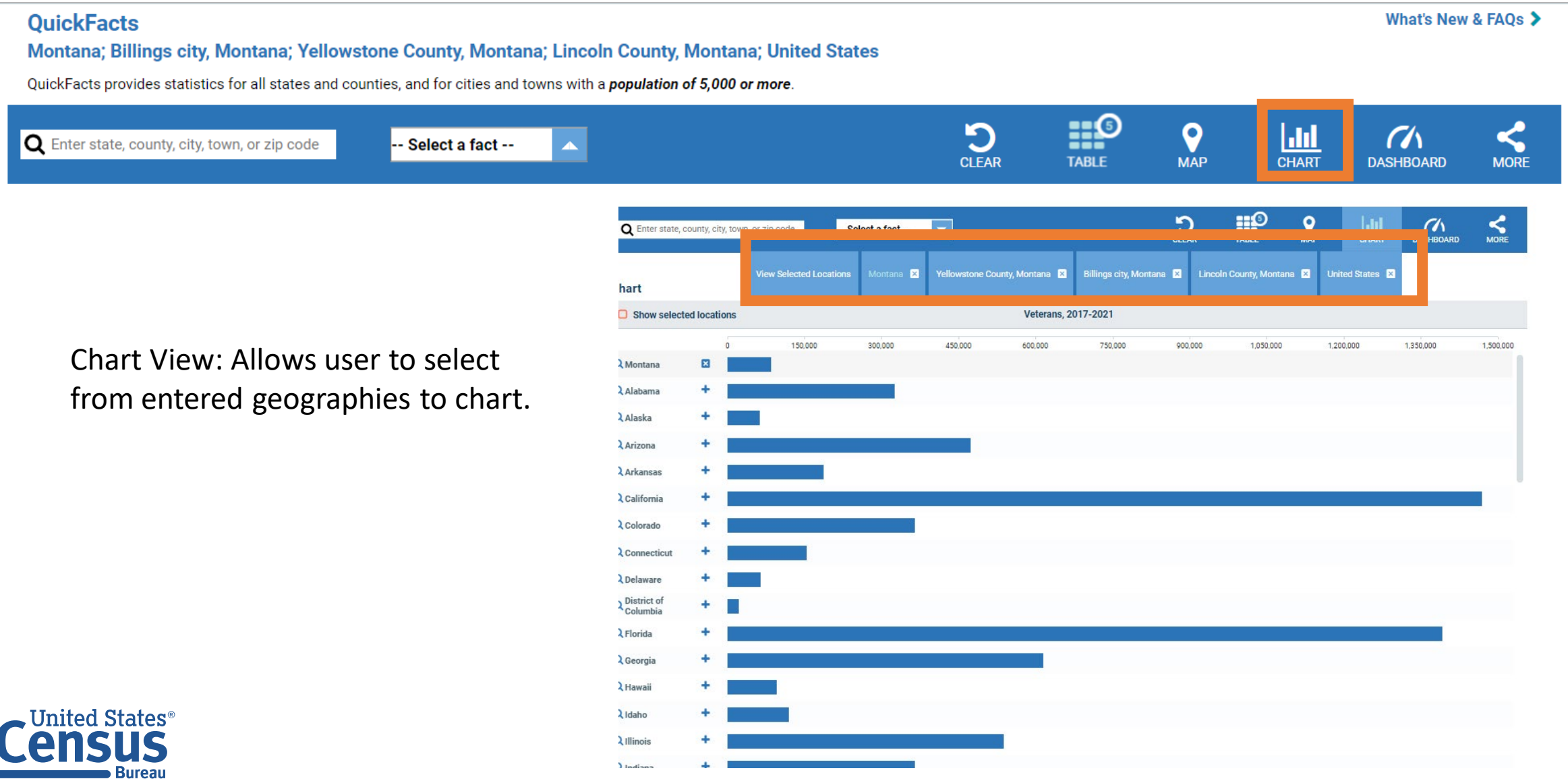
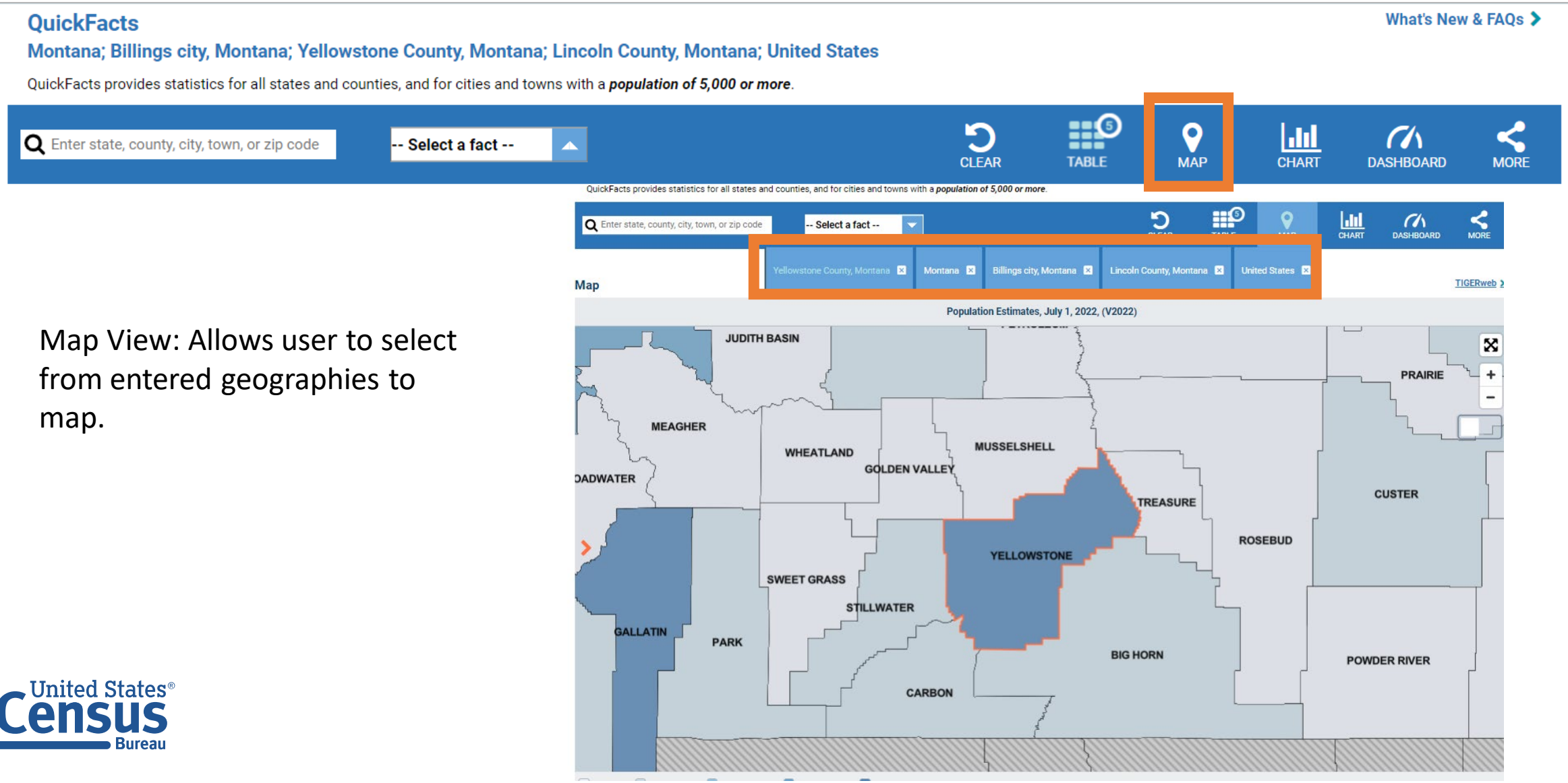


Chart View: Allows user to select from entered geographies to chart.

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QuickFacts Action Item: Map

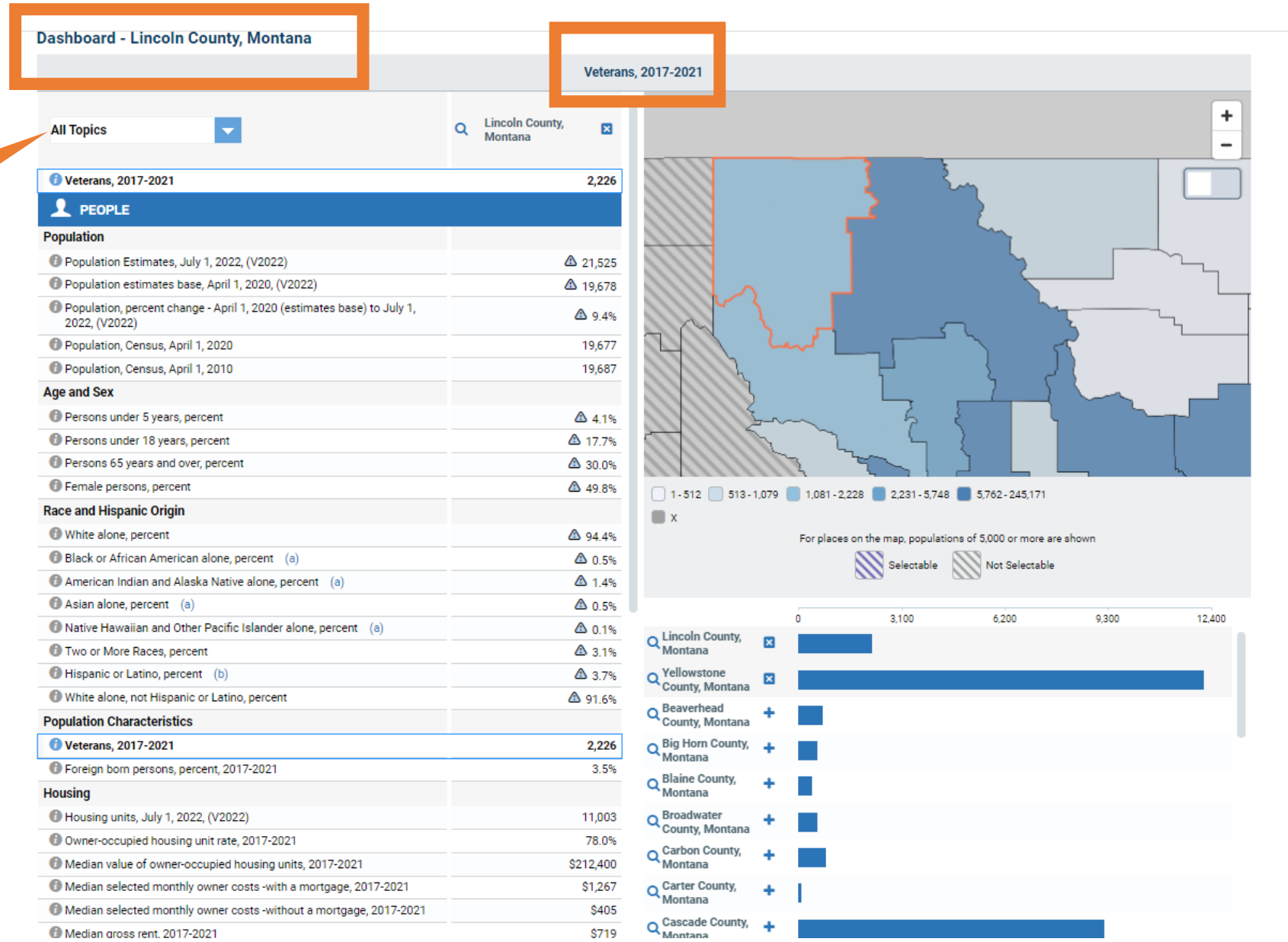


Map View: Allows user to select from entered geographies to map.

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QuickFacts Action Item: Dashboard

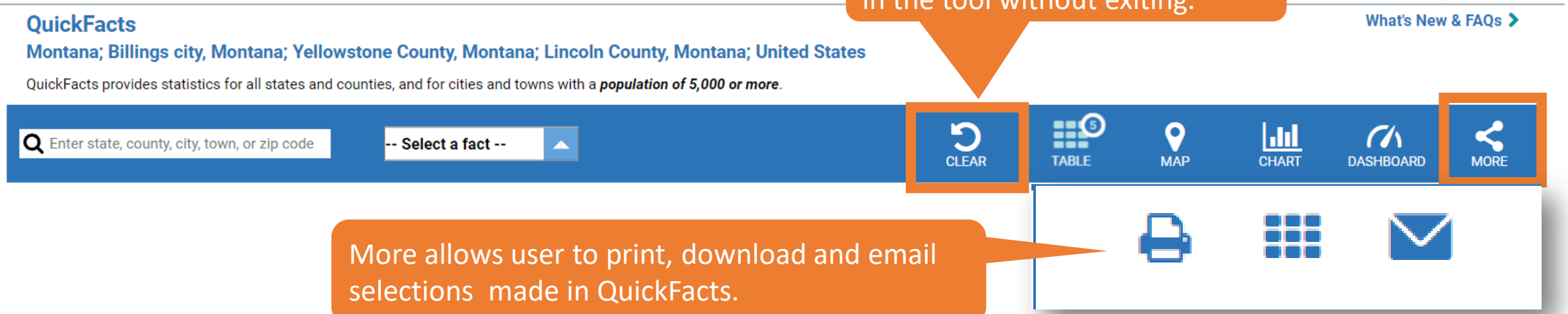
Change fact that appears in map and chart



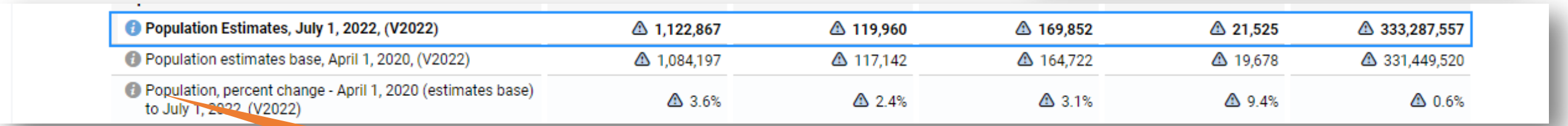
QuickFacts Action Items and User Help

What's New & FAQs provides user guide and updates

Clear allows users to start over in the tool without exiting.



More allows user to print, download and email selections made in QuickFacts.



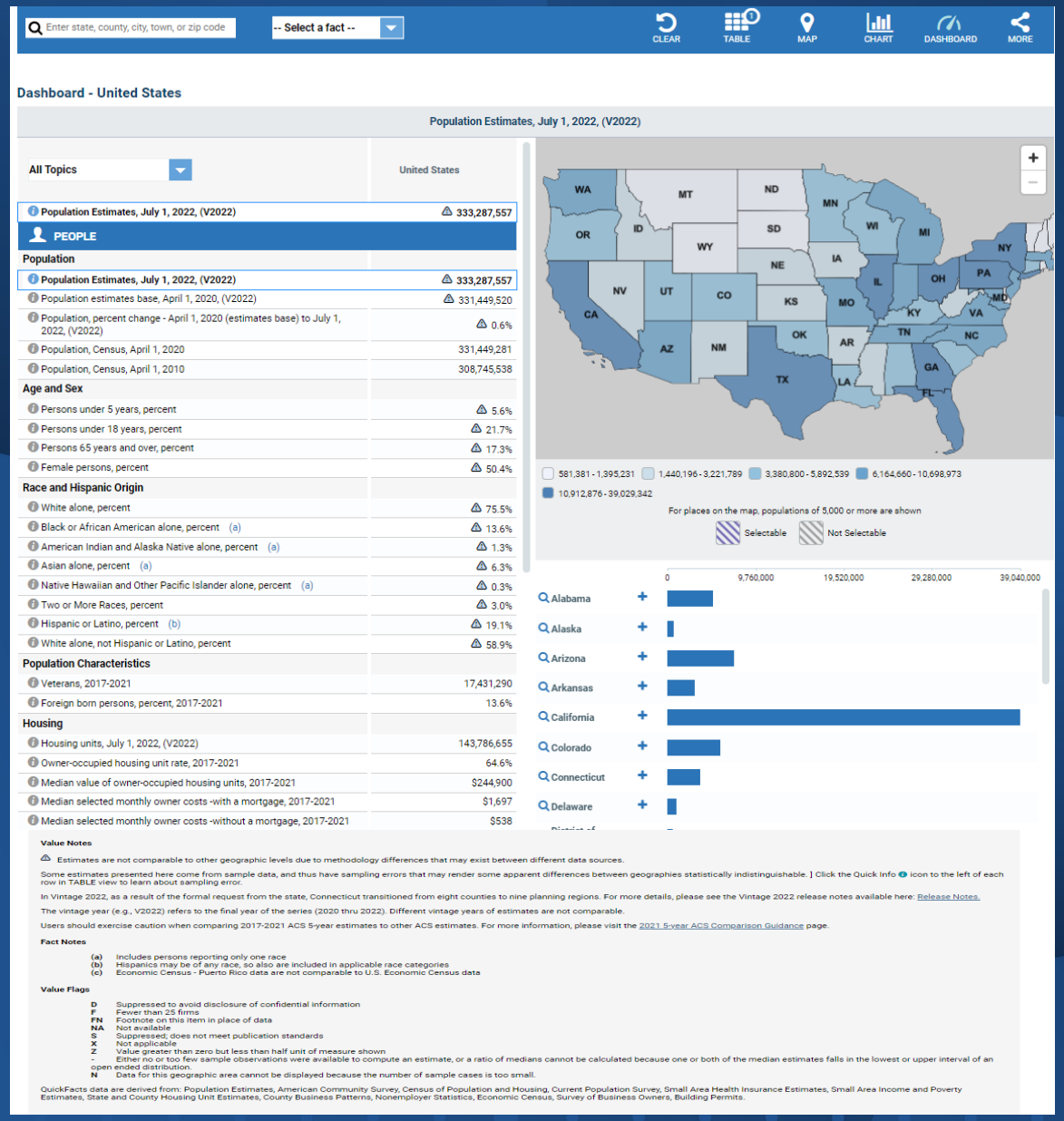
Population Estimates, July 1, 2022, (V2022)	1,122,867	119,960	169,852	21,525	333,287,557
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Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	3.6%	2.4%	3.1%	9.4%	0.6%

Provides information for each data item

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QuickFacts Summary

- Provides frequently requested statistics from many Census Bureau censuses, surveys, and programs, displaying in tables, maps, and charts on 14 topics.
- Provides statistics for:
  - All 50 states, District of Columbia and Puerto Rico
  - All counties
  - Place level (CDPs, cities and towns) with a population of 5,000 or more
- Allows up to six geographic comparisons
- Provides information for each data source
- Table notes at bottom of table
- Offers user guidance in **What's New & FAQs**



United States® Census Bureau

https://www.census.gov/quickfacts/fact/table/US/PST045222

data.census.gov: Data Tables

- Detailed Tables
  - B – Base Table
  - C – Collapsed Table
- Subject Tables
- Ranking Tables
- Geographic Comparison Tables (GCT)
- Supplemental Tables (K20)
- Experimental Estimates (XK)
- Data Profiles (DP)
- Narrative Profile (NP)
- Comparison Profiles (CP)
- Selected Population Profile (S0201)

B05003A

First digit Identify Table Type	Next 2 digits Identify Subject of Table	Next 3 digits Uniquely Identify Topic within Subject area	Race Iteration *Selected Tables Only:*
B = Base *DP = Data Profile* *S = Subject*			*A = White Alone* *B = Black/African American Alone* *C = AIAN Alone* *D = Asian Alone* *E = Native Hawaiian & Other Pacific Islander Alone* *F = Some Other Race Alone* *G = Two or More Races* *H = White Alone, Not Hispanic* *I = Hispanic or Latino*

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https://www.census.gov/programs-surveys/acs/data/data-tables/table-ids-explained.html

data.census.gov

Data Profile – most frequently used data for the four subject areas:

DP02 - Social Characteristics — includes Education, Marital Status, Relationships, Language Spoken, Grandparents...

DP03 - Economic Characteristics — includes Income, Employment, Occupation, Commuting to Work...

DP04 - Housing Characteristics — includes Occupancy and Structure, Housing Value and Costs, Utilities...

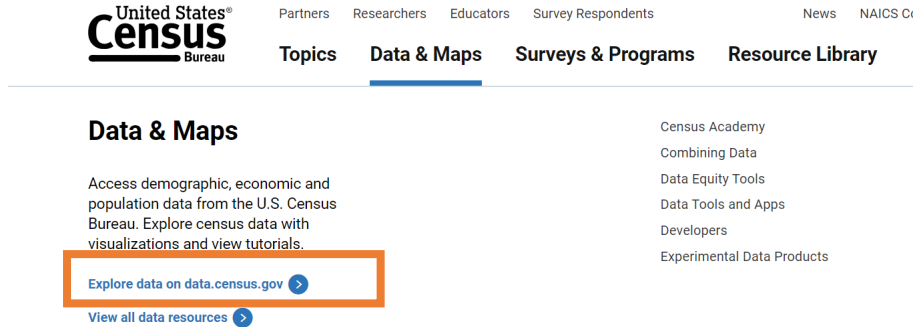
DP05 - Demographic Characteristics — includes Sex and Age, Race, Hispanic Origin, Housing Units...

United States® Census Bureau

Case Study Example 2:

I want to know social characteristics, such as disability for older population for the communities in my county?

1. Go to www.census.gov
2. Hover over Maps & Data tab and select



3. Type in the global search field: DP or DP02
4. Select geography from the Filter menu on left.

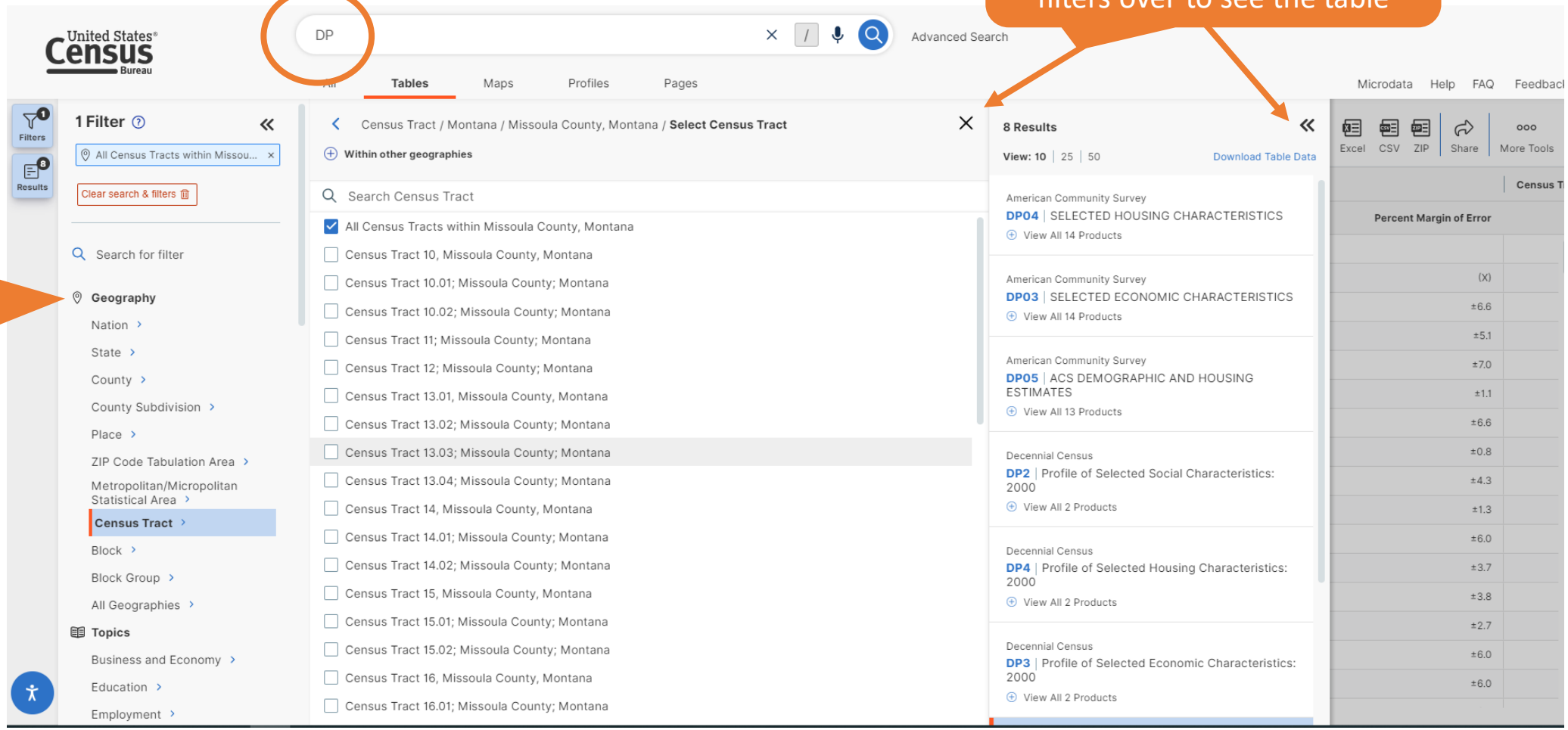
Helpful hints:

When making a geography selection, select the lowest level of geography you want to search for data. i.e.: All Census Tracts within Missoula County, MT

data.census.gov – Data Profile

Clicking on the X and the double chevron slide these filters over to see the table

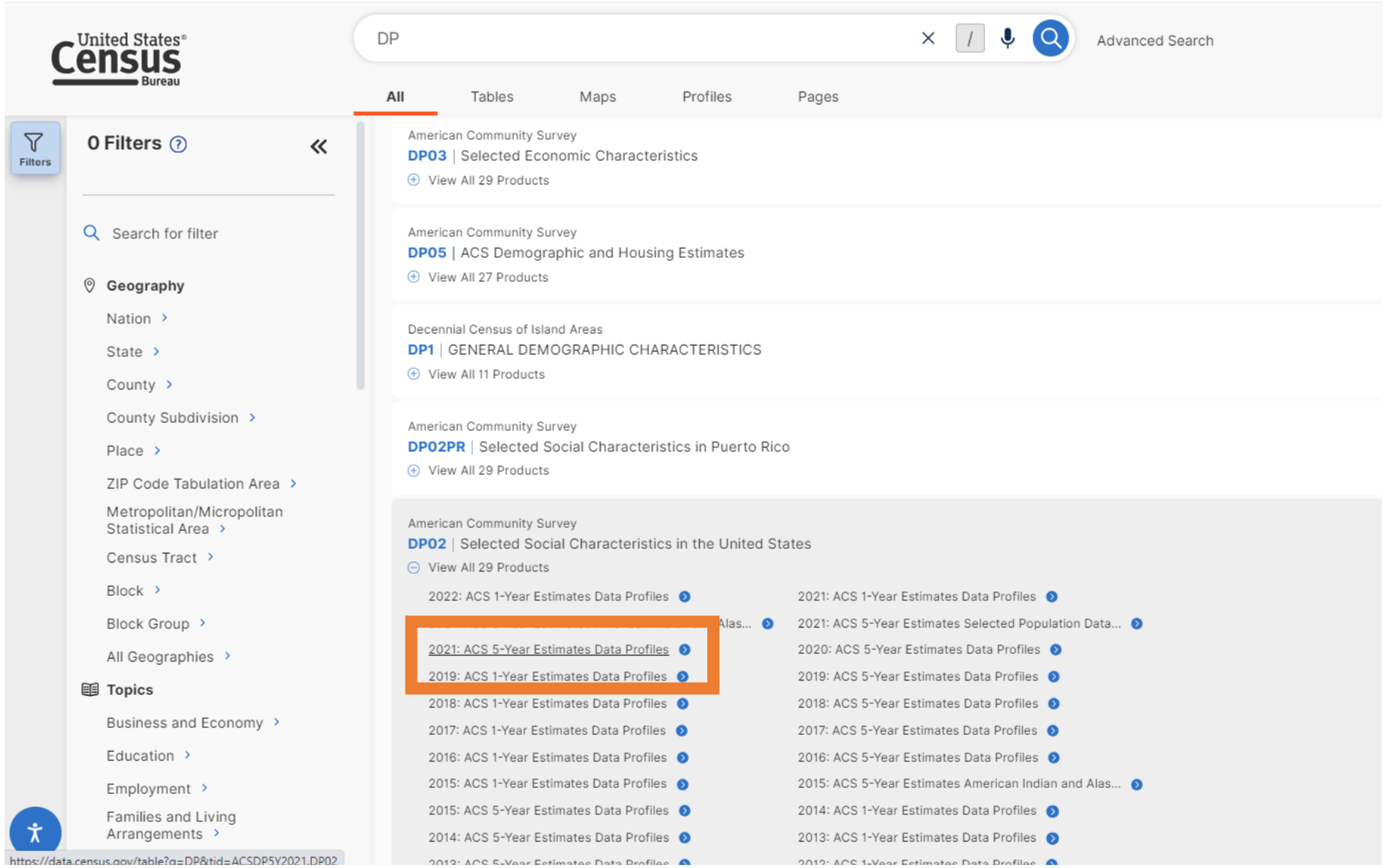
Filter selections, such as geography, or specific topic, or year can be made here.



Note: select the lowest level of geography you want to display data.

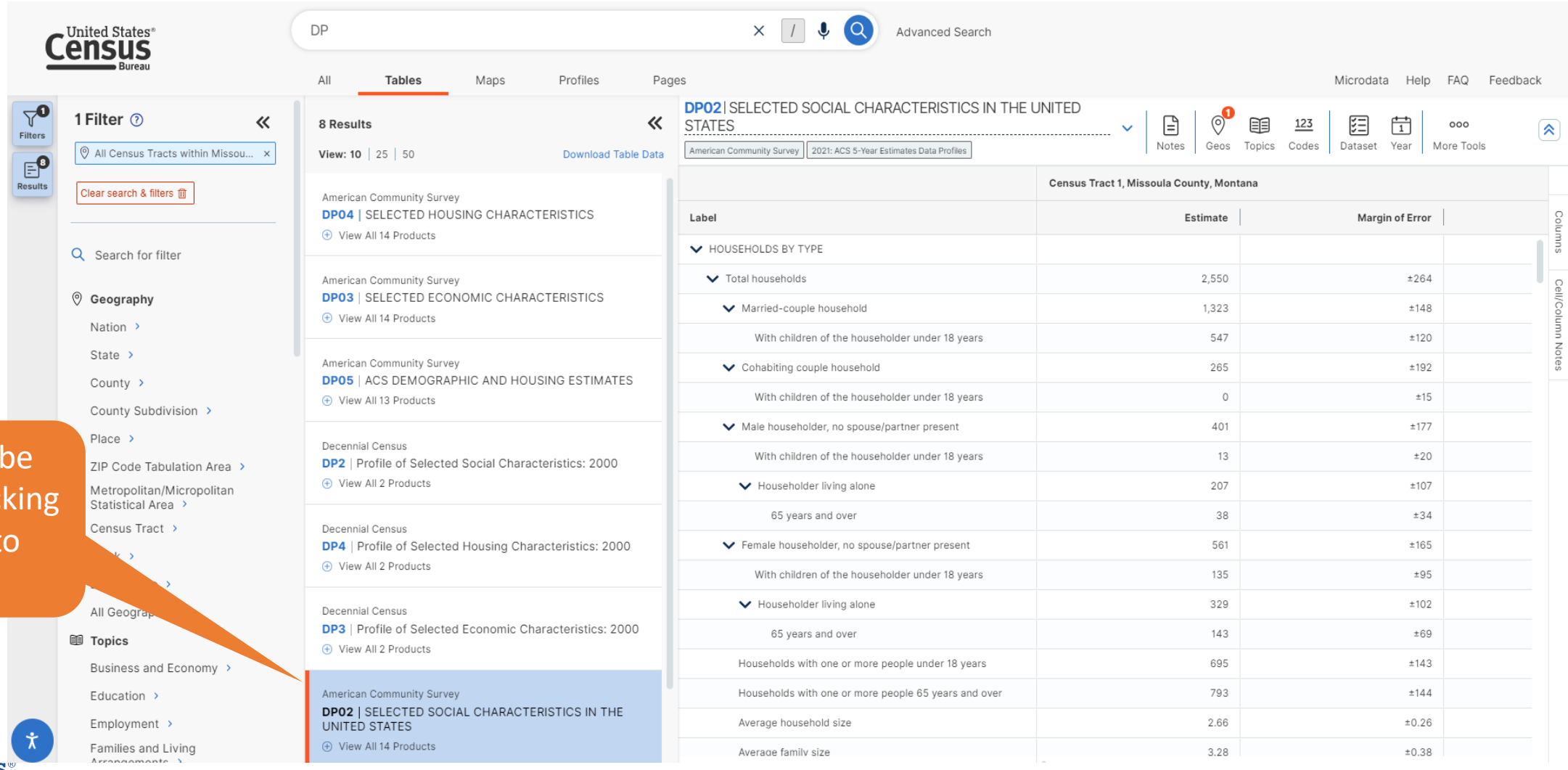
United States Census Bureau

data.census.gov – Data Profile



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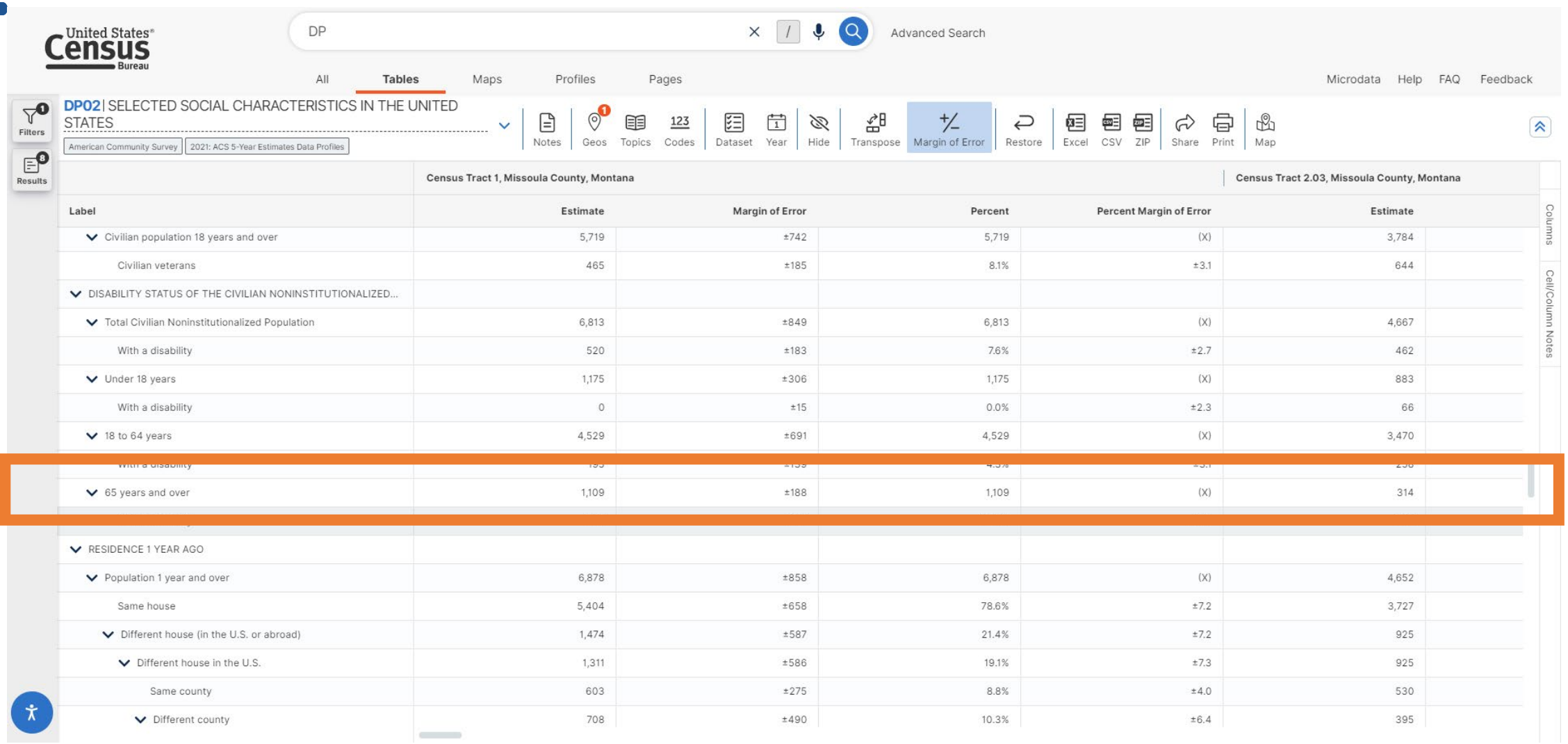
data.census.gov – Data Profile



Any table can be displayed by clicking on the table to highlight it.

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data.census.gov – Data Profile



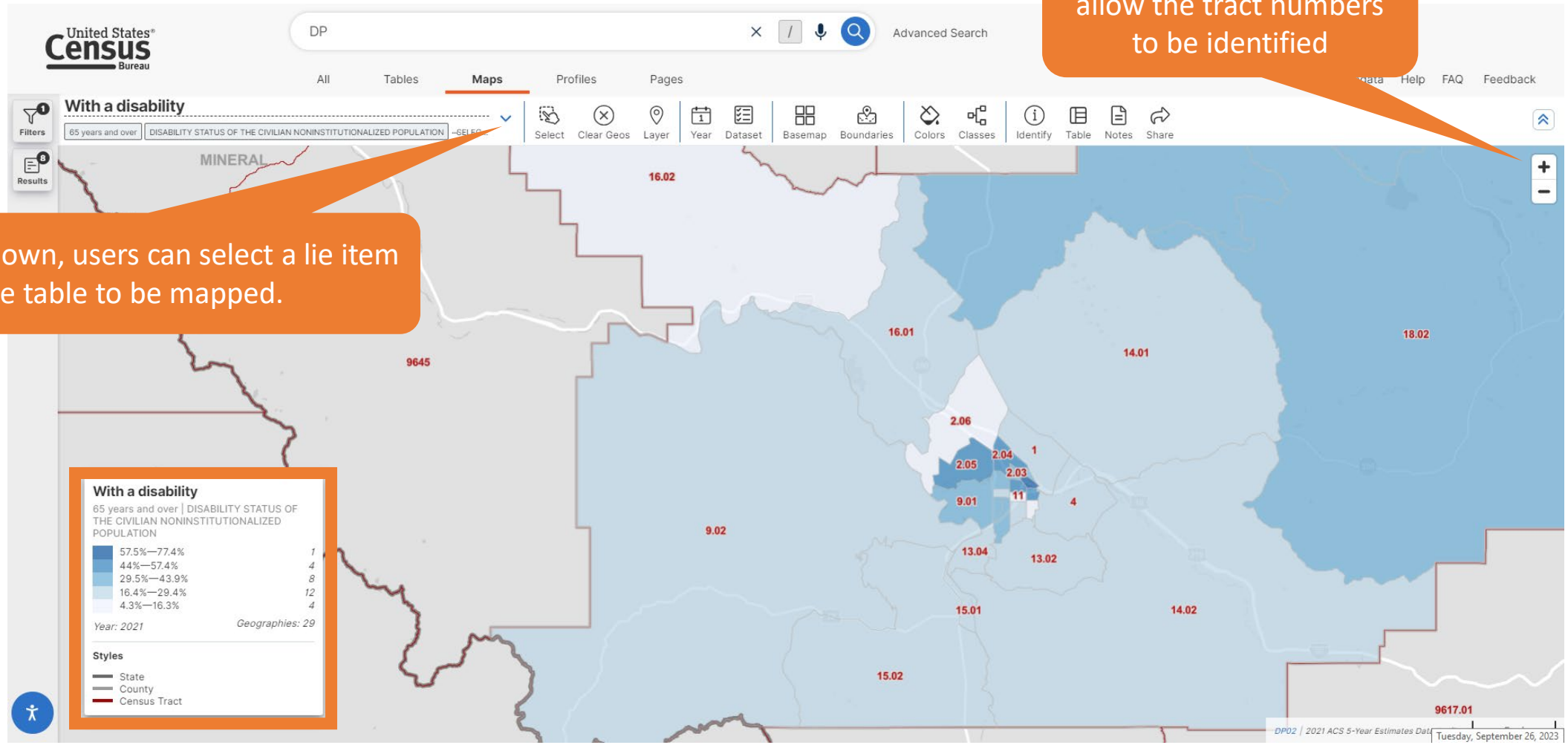
Label	Census Tract 1, Missoula County, Montana				Census Tract 2.03, Missoula County, Montana
	Estimate	Margin of Error	Percent	Percent Margin of Error	Estimate
Civilian population 18 years and over	5,719	±742	5,719	(X)	3,784
Civilian veterans	465	±185	8.1%	±3.1	644
DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED...					
Total Civilian Noninstitutionalized Population	6,813	±849	6,813	(X)	4,667
With a disability	520	±183	7.6%	±2.7	462
Under 18 years	1,175	±306	1,175	(X)	883
With a disability	0	±15	0.0%	±2.3	66
18 to 64 years	4,529	±691	4,529	(X)	3,470
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
65 years and over	1,109	±188	1,109	(X)	314
RESIDENCE 1 YEAR AGO					
Population 1 year and over	6,878	±858	6,878	(X)	4,652
Same house	5,404	±658	78.6%	±7.2	3,727
Different house (in the U.S. or abroad)	1,474	±587	21.4%	±7.2	925
Different house in the U.S.	1,311	±586	19.1%	±7.3	925
Same county	603	±275	8.8%	±4.0	530
Different county	708	±490	10.3%	±6.4	395

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data.census.gov – Data Profile

Scrolling in on the map allow the tract numbers to be identified

Using the drop down, users can select a lie item from the table to be mapped.



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data.census.gov – Action items

Table View Action Items:



- Notes
- Identify number of types of geography in table
- Have easy to view Topics and NAICS Code lists
- Option to change dataset (ACS 1-year/5-year) & year
- Hide, transpose and restore table
- Download and share in various formats

Map View Action Items

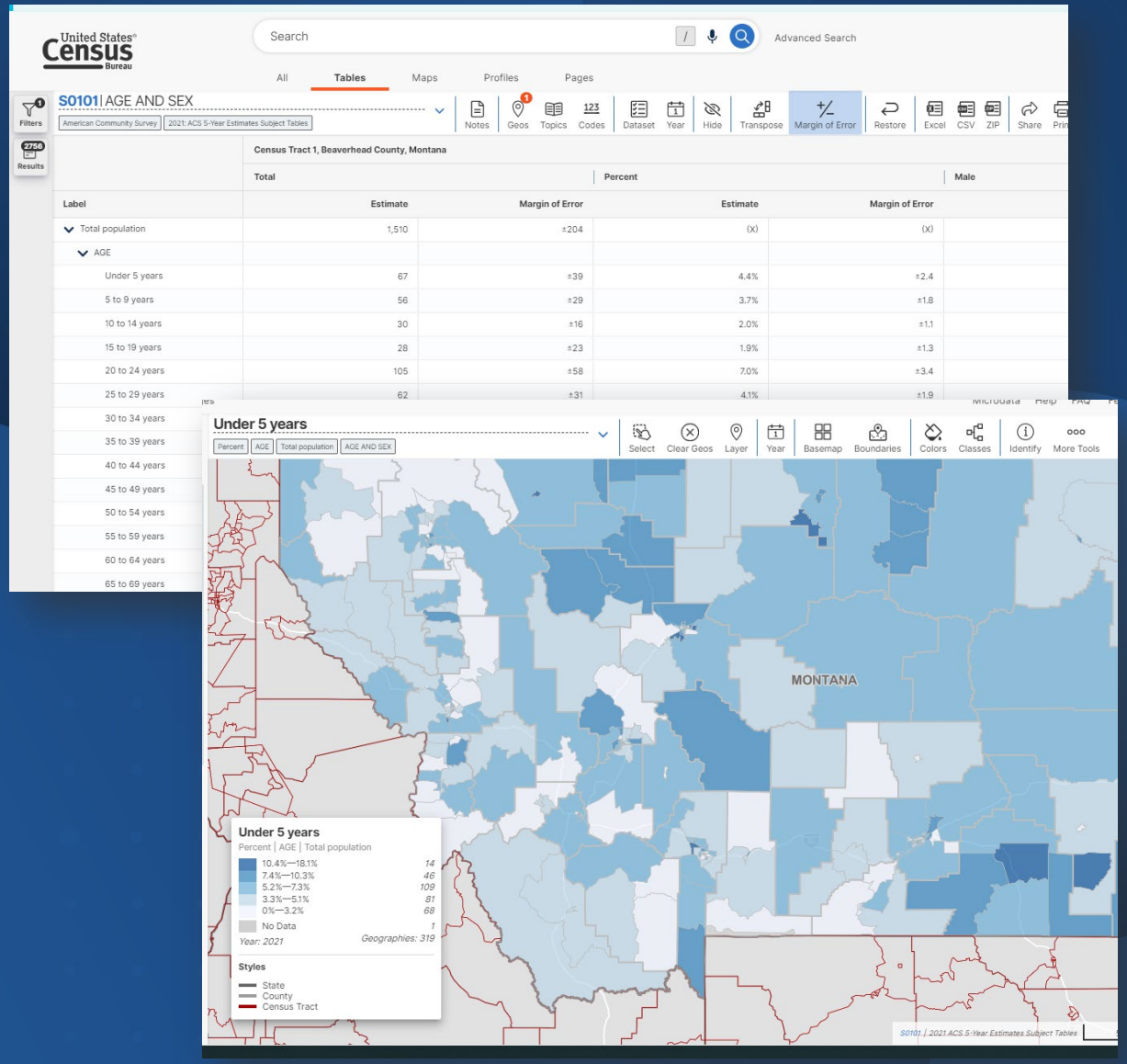


- Allow add or remove areas on map
- View other geographic boundaries
- Change year, dataset, basemap
- Add boundaries in view
- Customize color and classify data
- Share link

United States® Census Bureau

data.census.gov Summary

- Provides variety of datasets from a variety of sources and years
- On the fly display of tables, maps, profiles
- Access to all levels of geography
- Allows saving and sharing of URLs
- Variety of download options
- Provides information for each data source
- Table notes at bottom of table



United States® Census Bureau

https://data.census.gov/

THANK YOU!

United States® Census Bureau

Measuring America—People, Places, and Economy

U.S. Department of Commerce
U.S. Census Bureau
Washington, DC 20233

www.census.gov



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Please Complete the Webinar Evaluation

US Census Bureau “Your Community By the Numbers” Webinar Evaluation

- The webinar recording and slides will be posted on the NCAP website later this week. See all webinar recordings and resources at NCAP Resource Library.

2024 MANAGEMENT & LEADERSHIP TRAINING CONFERENCE



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February 14th – 16th, 2024
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