Data on a Deadline:
An Interactive Workshop for Journalists

November 14, 2019

Presented by: Eric Coyle
Data Dissemination Specialist
U.S. Census Bureau

United States Census™ Bureau

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Economics and Statistics Administration
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Agenda

About the Census Bureau

American Community Survey
- Overview
- Geography

Longitudinal Employer-Household Dynamics
- Overview

Accessing Census Data
- AFF, API, CBB, Infographics, etc

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About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.

- We conduct more than 130 censuses and surveys each year, including

  - **The Decennial Census** – the once-a-decade population and housing count of the United States

  - **The American Community Survey** – the ongoing annual survey of the nation's population

  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector

  - **The Economic Census** – the official five-year measure of American business

- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

**Decennial Population
and Housing Census
Every 10 years**

**Economic Census
Every 5 years**

**Census of Governments
Every 5 years**

**American Community Survey
Annual**

**Annual Retail Trade
Annual**

**Plus more than 130
demographic and economic surveys
every year**

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** households and informs over **$675 billion** of Federal government spending each year
  - Visit 20,000 Group Quarter facilities and sample approximately 194,000 residents each year

- Covers **35+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year

- 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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The American Community Survey
Census & ACS

1790–1930 Census
one form to all households

1940–2000 Census
short form & long form

1996–2004 ACS
demonstration period

2005–present ACS/PRCS
annual estimates for all geographies

2010 Census and future
short form only

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The American Community Survey
How is the ACS Different from the Census?

	ACS	2010 and 2020 Census
purpose	Sample estimates	Official counts
produces	Population characteristics	Population totals
new data every	Year	10 years
data reflect	Period of time	Point in time
Collects	Information previously on the census "long form"	"Short form" information

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The American Community Survey
Content Overview

POPULATION		HOUSING
SOCIAL	**DEMOGRAPHIC**	Computer & Internet Use
Ancestry	Age	Costs (Mortgage, Taxes, Insurance)
Citizenship	Hispanic Origin	Heating Fuel
Disability	Race	Home Value
Educational Attainment	Relationship	Occupancy
Fertility	Sex	Plumbing/Kitchen Facilities
Grandparents		Structure
Language	**ECONOMIC**	Tenure (Own/Rent)
Marital Status	Class of Worker	Utilities
Migration	Commuting	Vehicles
School Enrollment	Employment Status	Year Built/ Year Moved In
Veterans	Food Stamps (SNAP)	
	Health Insurance	
	Hours/Week, Weeks/Year	
	Income	
	Industry & Occupation	

The American Community Survey
Availability of 2018 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
Release Date	September 26, 2019	February 6, 2020	December 19, 2019

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

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Census Geography

Selected Census Geographic Concepts—Statistical Areas

- Regions
- Divisions
- Census Designated Places
- Census County Divisions
- Public Use Microdata Areas (PUMA)
- Zip Code Tabulation Areas (ZCTAs)
- Census Tracts
- Block Groups
- Block

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Geographic Area Relationships— Small Statistical Areas
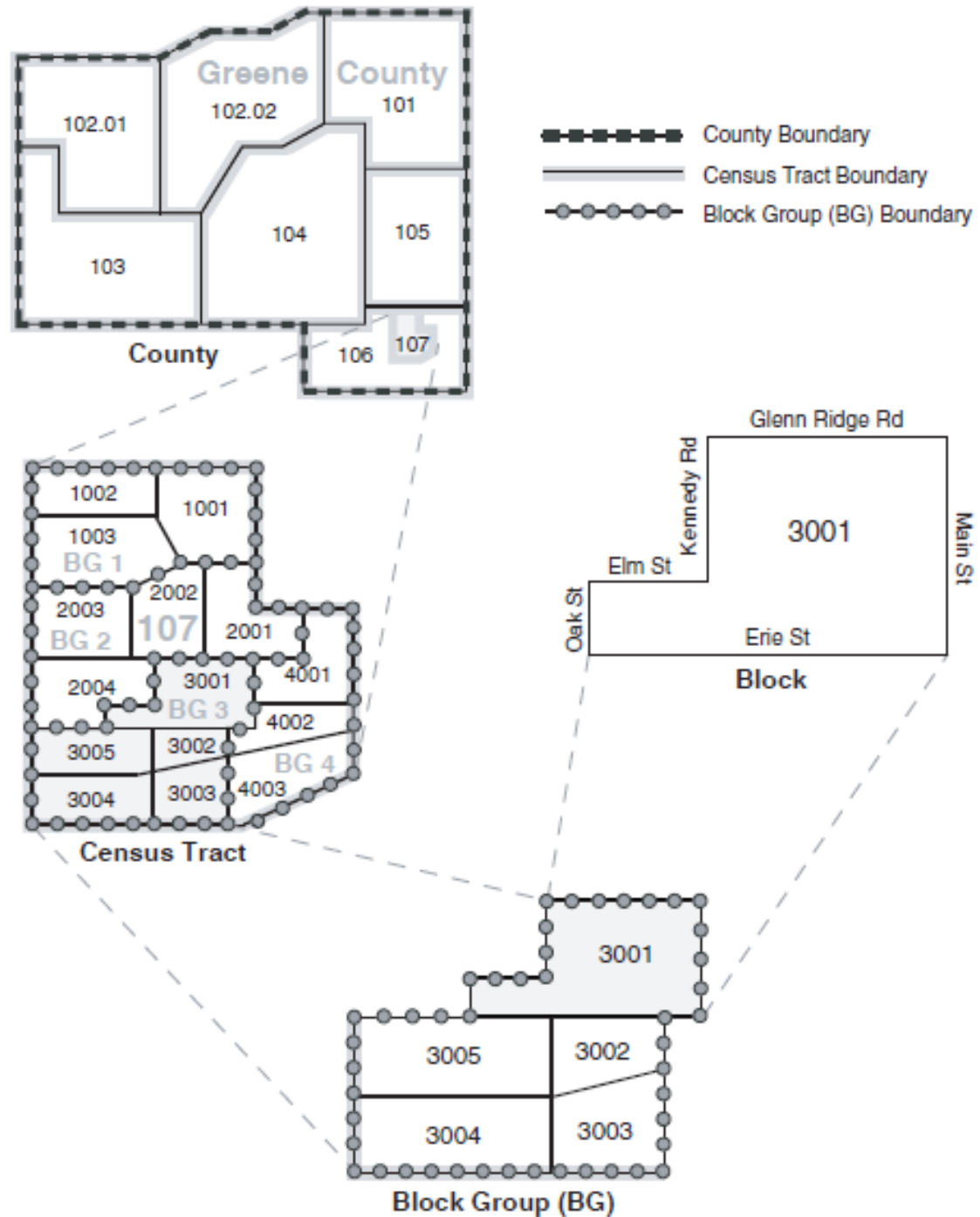
Available Geographic Areas

Nation

Metropolitan and Micropolitan Areas

Urban Areas

Regions

American Indian/ Alaska Native Areas/ Hawaiian Home Lands

Zip Code Tabulation Areas

States

Congressional Districts

School Districts

Places

Counties

Public Use Microdata Areas (PUMAs)

Alaska Native Regional Areas

State Legislative Districts

- **Cities and towns -- incorporated**
- **Census Designated Places (CDPs):**
  - **- - Unincorporated; no size threshold**
  - **- - Separate and distinct from city/town**
  - **- - Redefined each census**

Census Tracts

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

- **600 to 3,000 population**
- **240 to 1,200 housing units**

Block Groups

Census Blocks

Blocks are <u>not</u> defined by population and are the smallest geographic level at which data are ever released (Decennial Census, not the ACS)

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Longitudinal Employer-Household Dynamics

Longitudinal Employer-Household Dynamics (LEHD)

What is LEHD?

Until recently, many interactions between workers and firms were unobservable because there existed no link between employer and household data in the U.S. statistical system.

Since 1999 the Longitudinal Employer-Household Dynamics (LEHD) program at the U.S. Census Bureau has sought to fill this gap in the nation's statistical infrastructure by building a comprehensive database of longitudinally linked jobs data. The potential uses of the LEHD jobs data are far-reaching, both for unraveling important economic questions and for the provision of new statistical products.

The Employer-Employee Linked LEHD Data

Firm Data
- Quarterly Census of Employment and Wages
- Longitudinal Business Database

Jobs Data
- Wage data from state UI
- OPM federal worker data

Household Data
- Decennial Census
- Residential address data
- American Community Survey
- Census Numident
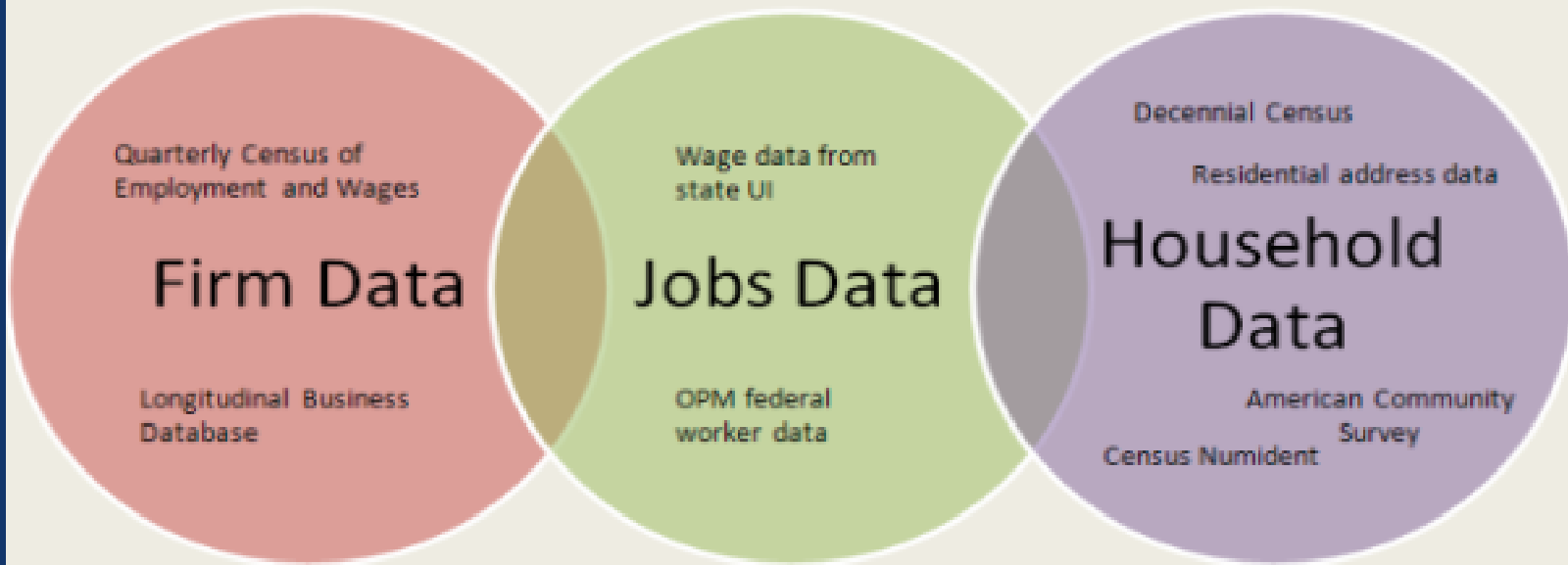
Where Do the Data Come From?

- Local Employment Dynamics (LED) Partnership
  - Begun in late 1990s with a few states
  - Some states have time series back to 1990 (AZ goes back to 2004)
  - Not currently producing data for *Alaska, Puerto Rico, and Virgin Islands

*Alaska data available in Quarterly Workforce Indicator (QWI) Explorer tool

State Partners

Legend:
- In Production
- Pending Production
- Not Current Partners
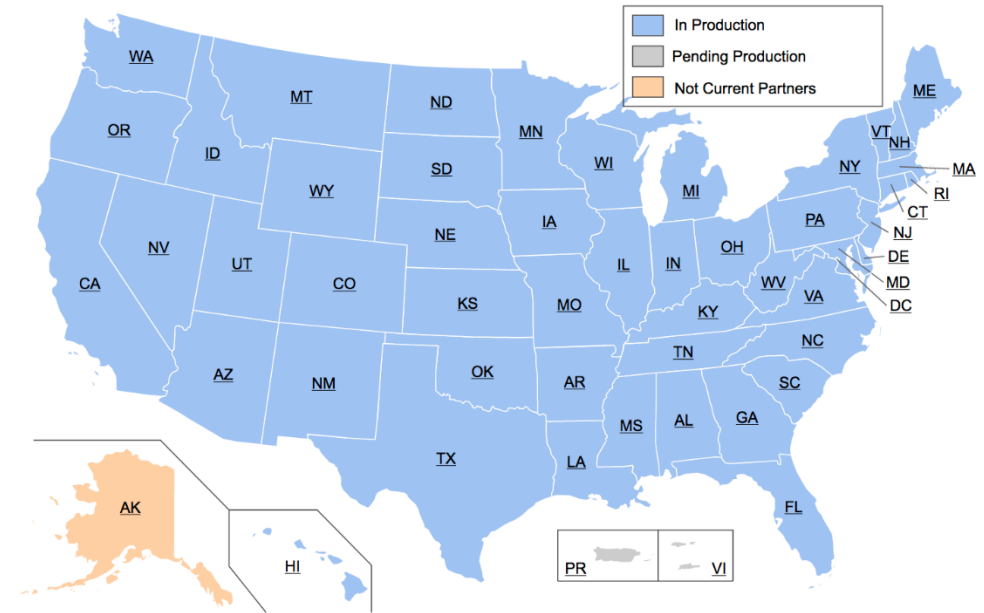
Alabama	Illinois	Montana	Rhode Island
Alaska	Indiana	Nebraska	South Carolina
Arizona	Iowa	Nevada	South Dakota
Arkansas	Kansas	New Hampshire	Tennessee
California	Kentucky	New Jersey	Texas
Colorado	Louisiana	New Mexico	Utah
Connecticut	Maine	New York	Vermont
District of Columbia	Maryland	North Carolina	Virginia
Delaware	Massachusetts	North Dakota	Washington
Florida	Michigan	Ohio	West Virginia
Georgia	Minnesota	Oklahoma	Wisconsin
Hawaii	Mississippi	Oregon	Wyoming
Idaho	Missouri	Pennsylvania	Puerto Rico
			Virgin Islands

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Local Employment Dynamics: Public Use Data Products

The Quarterly Workforce Indicators (QWI)

- Employment
- Job Creation, Job Destruction, Hires, Separations, Turnover
- By industry, county, CBSA, state, Workforce Investment Area (WIA) and worker characteristics

Job-to-Job Flows (J2J)

- Traces worker movement through industries, geographic labor markets, and to/from employment

OnTheMap/LEHD Origin-Destination Employment Statistics (LODES)

- Employment at the Census block level by where workers live and work
- Popular uses - local economic development, business site selection, and emergency planning

Post-Secondary Employment Outcomes (PSEO)

- New set of statistics on the earnings and employment outcomes of graduates of post-secondary institutions in the United States,

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Accessing Census Data

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The American Community Survey
Selected Ways to Access Data

- American FactFinder
- Application Programming Interface (API)
- Census Business Builder
- Census Engagement Navigator
- Data Profiles
- Infographics
- My Congressional District
- My Tribal Area
- Narrative Profiles
- QuickFacts
- Response Outreach Area Mapper

census.gov/data/data-tools.html

Interactive Maps

census.gov/geography/interactive-maps

New Data Dissemination on Data.census.gov

Two Options To Start Your Search:

1. Single Search:
   - Free form search box

2. Advanced Search
   - Select search criteria in a step-by-step filtering experience where you select desired checkboxes

Explore Census Data

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

🔍 I'm looking for ...
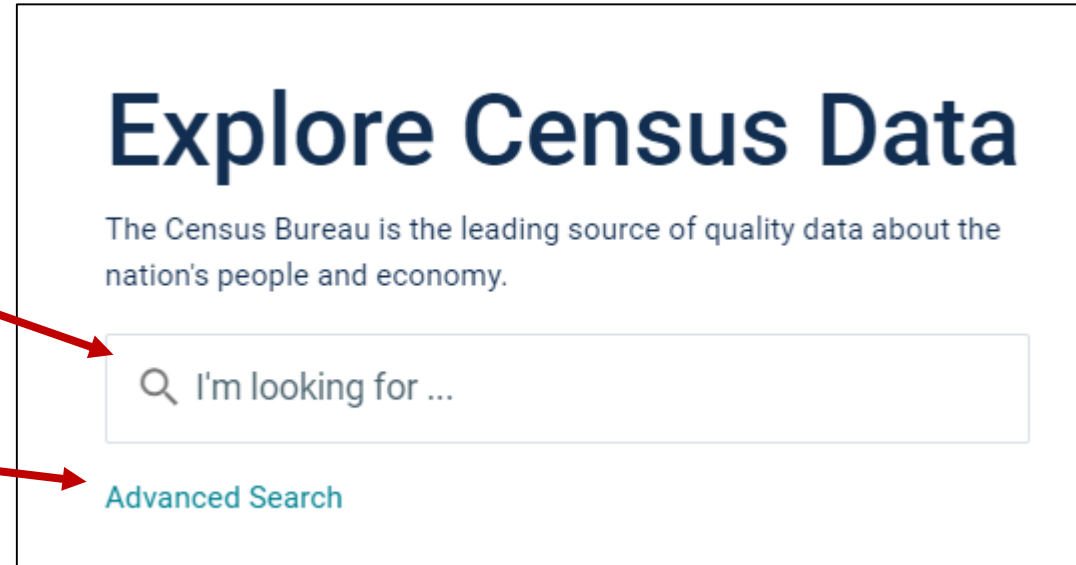
Advanced Search

Tips:
- You can find many results with either search option
- You can only access some complex topics/geographies using the advanced search. Give advanced search a try if you're not finding a quick answer to your data question with single search.

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Geography Profile

Single Search: Type Your Area and Click the First Bold Result

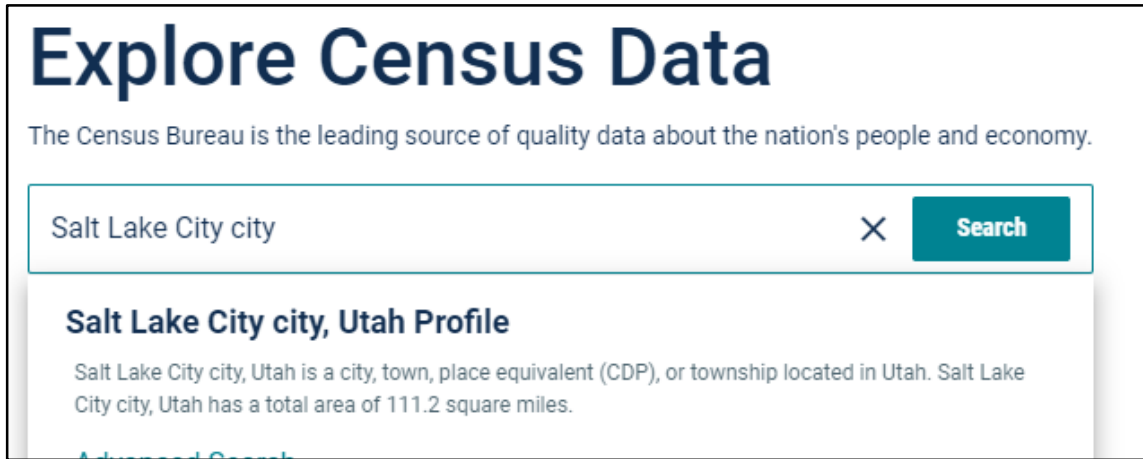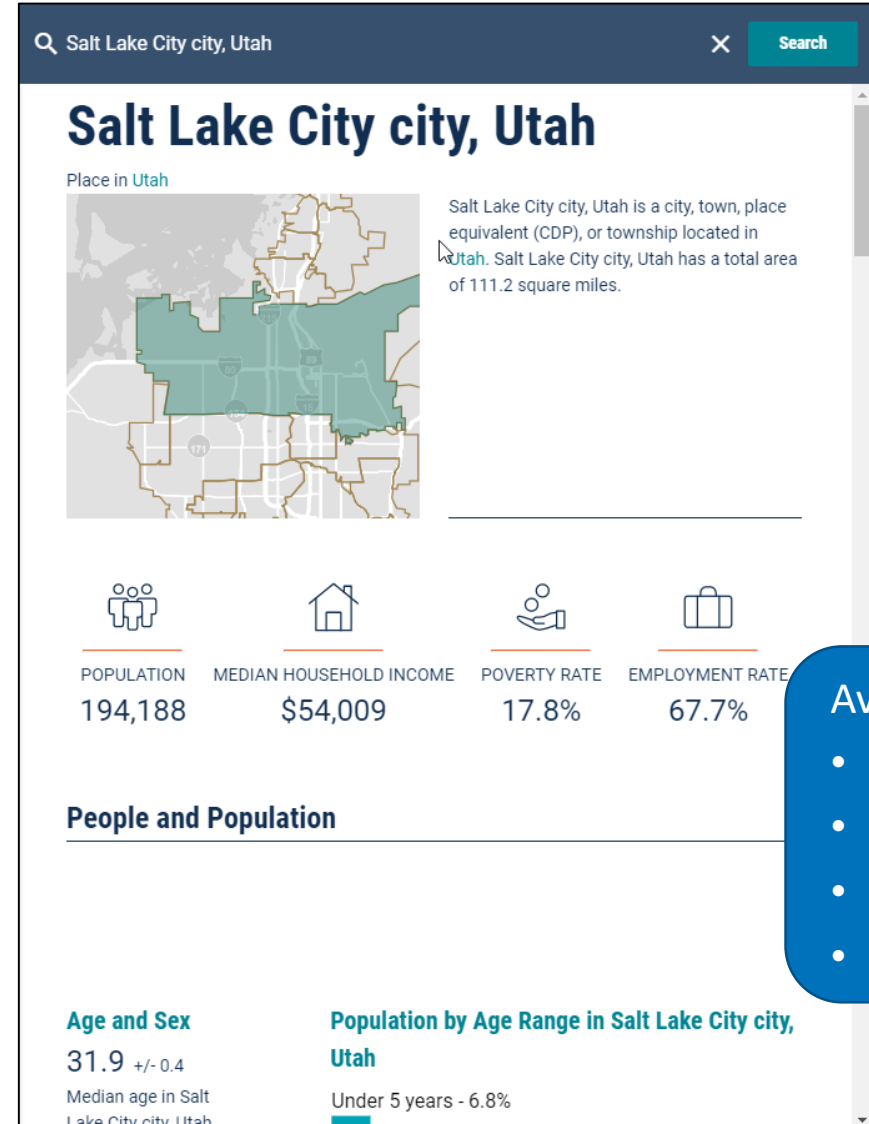## Explore Census Data

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

Salt Lake City city   ✕   **Search**

Salt Lake City city, Utah Profile

Salt Lake City city, Utah is a city, town, place equivalent (CDP), or township located in Utah. Salt Lake City city, Utah has a total area of 111.2 square miles.

All Results Page: Click the Blue Box that Says Explore Data

United States Census Bureau   🔍 salt lake city   ✕   Search

ALL   TABLES   MAPS   PAGES

About 3,794 results | Filter

EXPLORE DATA

200,538 +/- 36 Total Population in Salt Lake City city, Utah
Source 2017 American Community Survey 1-Year Estimates
https://www.census.gov/programs-surveys/acs/

Tables

ACS DEMOGRAPHIC AND HOUSING ESTIMATES

EXPLORE DATA

Salt Lake City city, Utah Profile

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🔍 Salt Lake City city, Utah   ✕   Search

Salt Lake City city, Utah

Place in Utah

Salt Lake City city, Utah is a city, town, place equivalent (CDP), or township located in Utah. Salt Lake City city, Utah has a total area of 111.2 square miles.
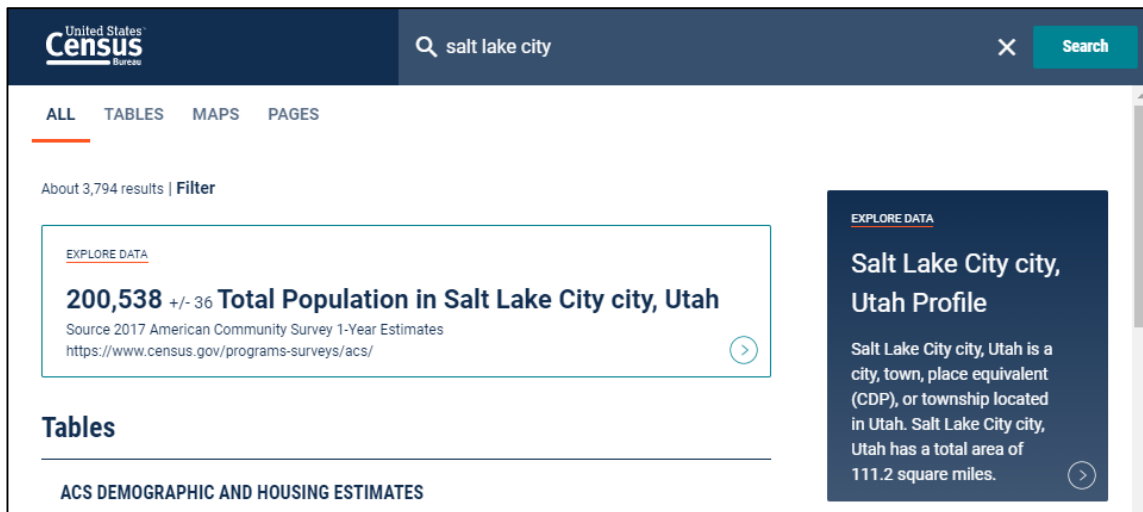
POPULATION	MEDIAN HOUSEHOLD INCOME	POVERTY RATE	EMPLOYMENT RATE
194,188	$54,009	17.8%	67.7%

People and Population

Age and Sex

31.9 +/- 0.4
Median age in Salt Lake City city, Utah

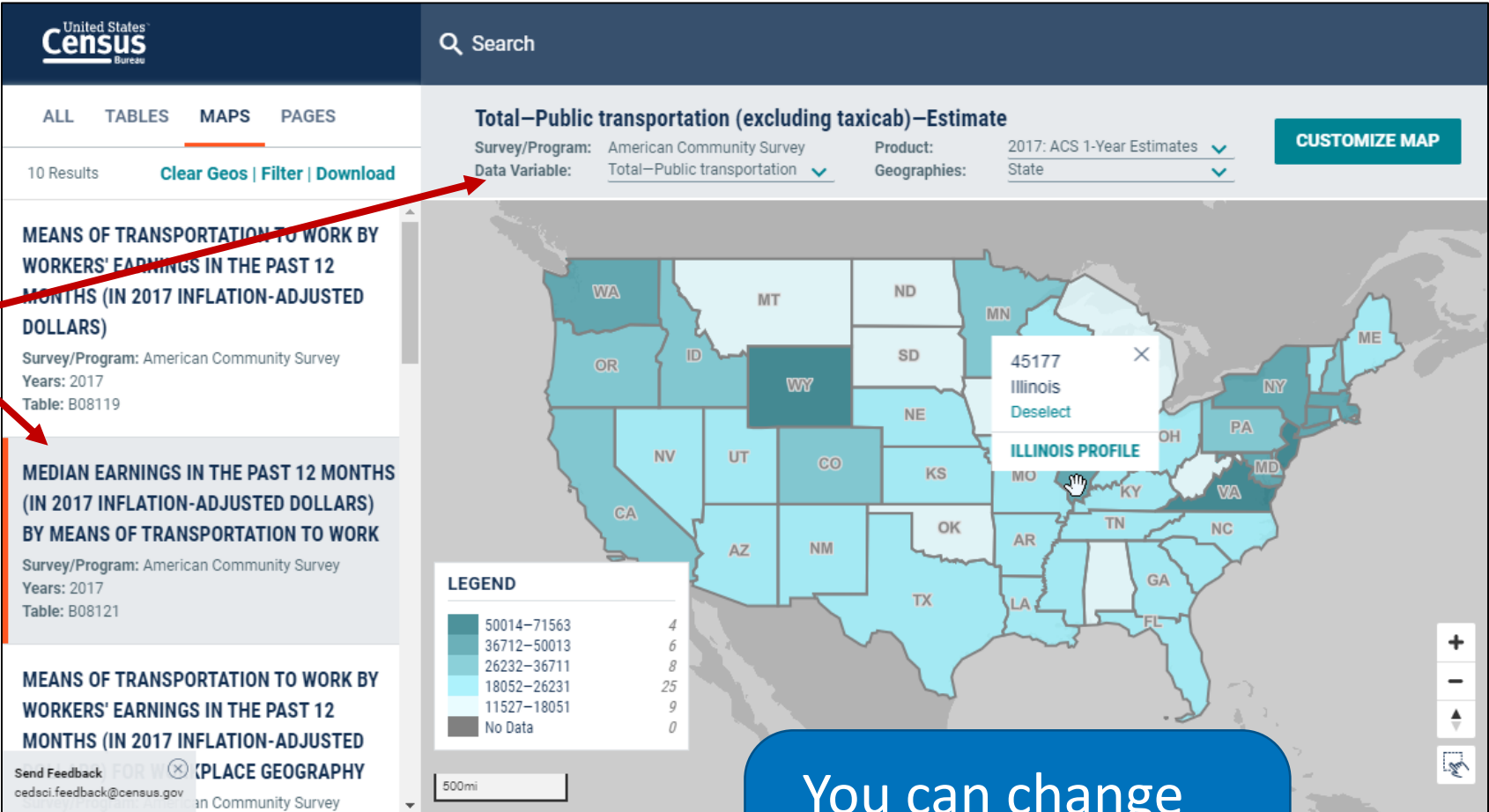**Population by Age Range in Salt Lake City city, Utah**

Under 5 years - 6.8%

Available for:
- Nation
- State
- County
- City/Town

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Mapping

Map a data variable from a table

1. Select your table

2. Select your variable

3. Add or remove geographies:
   - ✓ Filter option
   - ✓ Rectangle selection tool
   - ✓ Click on the map

You can change your geography or variable within the map view

Table View of Mapped Estimate

You can now create a table view of the single estimate you mapped

1. Click Customize Map

2. Click View Table in the left panel

3. View your table

Tip: View table allows for a create-your-own geographic comparison similar to the functionality of AFF.

data.census.gov Landing Page

Links to educational materials and resources:

- Frequently Asked Questions (FAQs)
- Release Notes
- Recorded webinars
- Upcoming webinars
- Tutorials on data.census.gov

Tell us how to make your experience better!
Provide feedback at
cedsci.feedback@census.gov

QWI Explorer

✓ 32 Quarterly Workforce Indicators

✓ Flexible Pivot Table and Map/Chart interface

✓ Data on detailed interactions between firms and workers include employment, employment change (individual and firm), and earnings

✓ Analyze/report by worker demographics: age, earnings, race, ethnicity, educational attainment, and sex
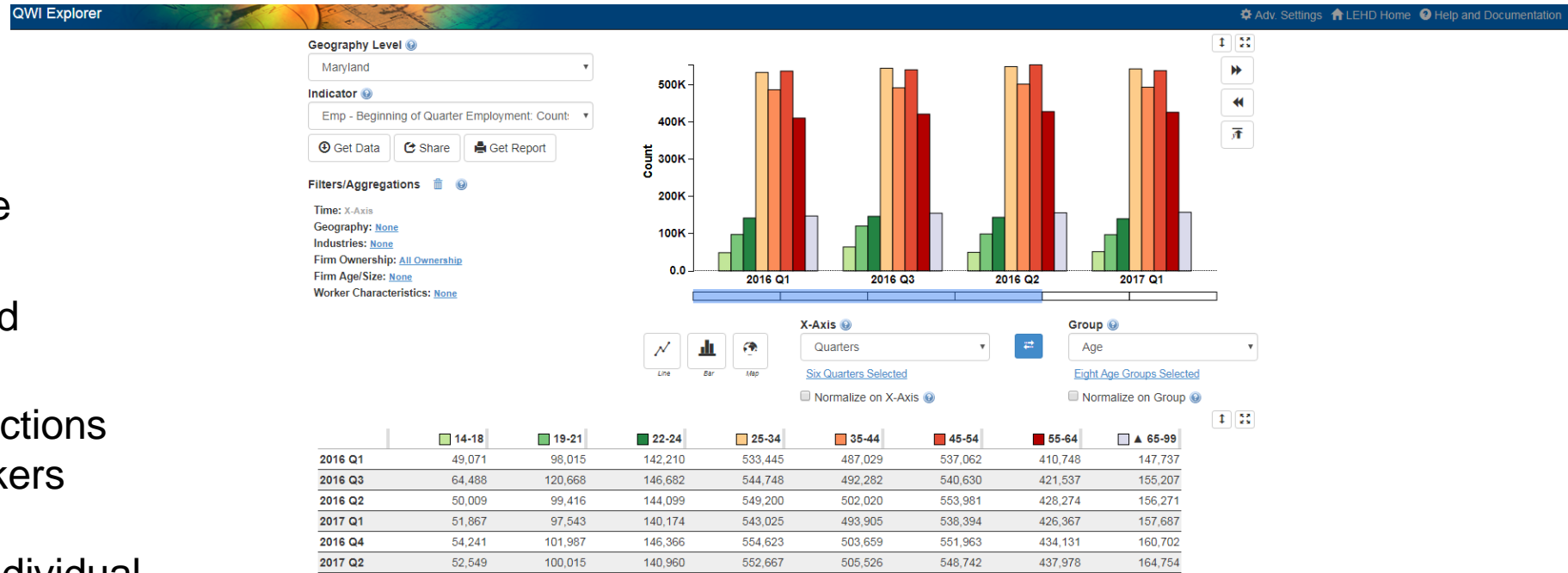
✓ Analyze/report by firm characteristics
  ✓ NAICS classification (sector, 3, 4)
  ✓ Firm age and firm size
✓ Quarterly data
  (9-12 months old)
✓ National and 50 states available (plus DC)

(*QWI Explorer*)

J2J Explorer

- ✓ 40 Measures of Worker Reallocation
- ✓ Six Visualization Modules with a flexible dashboard interface
- ✓ Export reports to Excel or CSV
- ✓ Trace worker movements through industries, geographic labor markets, and to/from employment
- ✓ Analyze/report by origin and destination at the national and state level
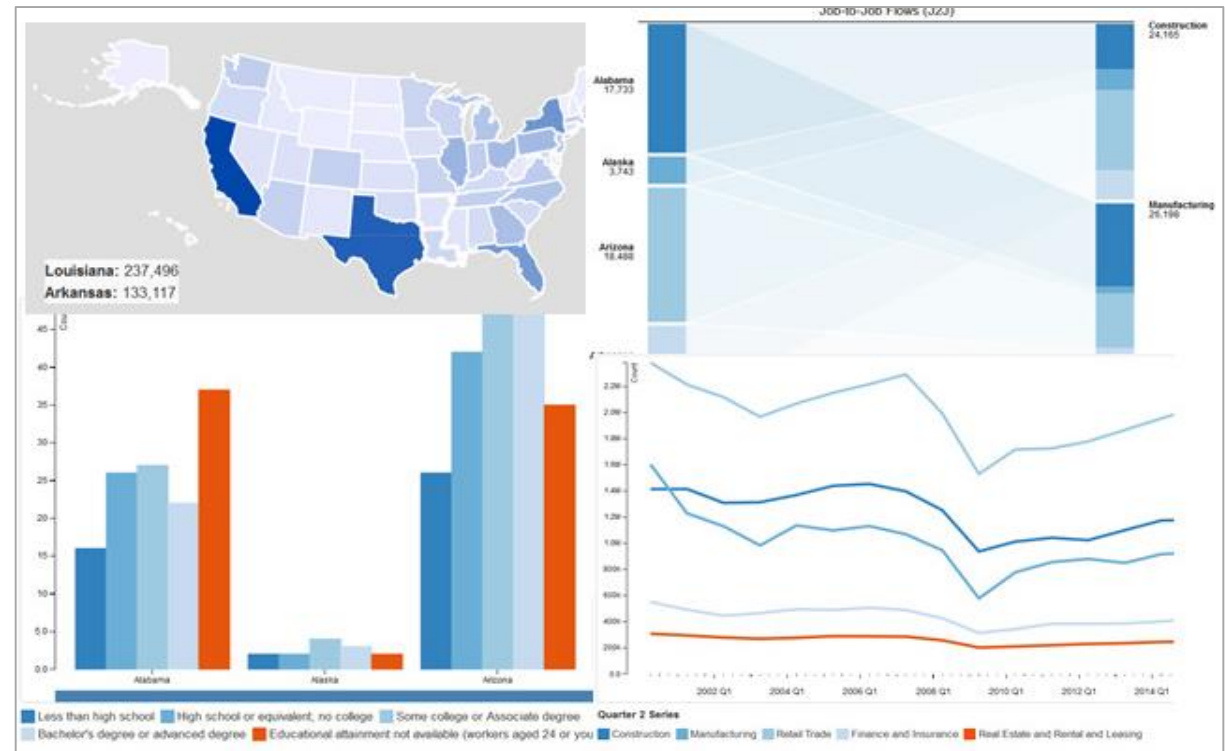
- ✓ Analyze/report by
  - ✓ Origin and destination firm characteristics, NAICS Sector, Firm age and firm size
- ✓ Analyze/report by
  - ✓ Worker demographics: age, earnings, race, ethnicity, educational attainment, and sex
- ✓ Data updated every quarter

(*J2J Explorer*)

OnTheMap

✓ Where do workers live?

✓ Where do residents work?

✓ What are the commuter flows of a particular area?

✓ Analyze/report by worker demographics

    ✓ Age, earnings, race, ethnicity, educational attainment, and sex

✓ Analyze/report by firm characteristics

    ✓ NAICS Sector, firm age, and firm size
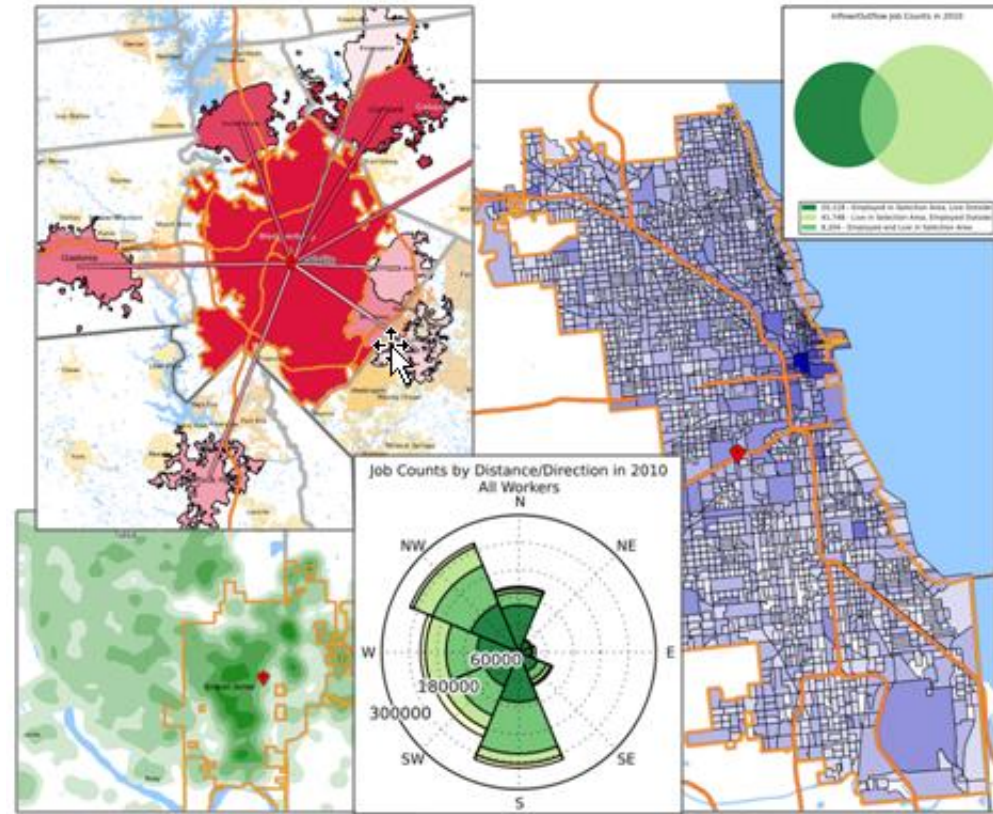
✓ 2002-2017 annual data

✓ 50 states available (plus DC)

✓ User-selected areas

✓ Based on Census Blocks

✓ Disclosure protection

✓ Flexible Inputs/Outputs

(OnTheMap)

OnTheMap for Emergency Management

Hurricanes, Floods, Winter Storms

Disaster Areas

Wildfires

Demographic & Economic Data

OnTheMap for Emergency Management

Disaster Declaration: DR-4166 Time Wed, 11 Jun 2014 16:00:02 GMT

LEHD Home OnTheMap Help and Documentation × Close

Export Share

Detail by: Characteristics
Topic: 2010 Decennial Cou...
Analysis Area: **Event Area** ⓘ

▼ Population by Age
Universe: Total Population
Source: 2010 Census Source info >>

Characteristic	Count	Share
Total	**1,755,475**	**100.00%**
Under 18 years	416,870	23.75%
18 to 19 years	49,751	2.83%
20 to 24 years	116,069	6.61%
25 to 34 years	220,375	12.55%
35 to 49 years	353,573	20.14%
50 to 64 years	355,344	20.24%
65 years and over	243,493	13.87%

▶ Population by Race
▶ Population by Ethnicity
▶ Population by Sex
▶ Population by Housing
▼ Housing Units
Universe: Housing Units
Source: 2010 Census Source info >>

Characteristic	Count	Share
Total	843,527	100.00%
Total of 'Universe: Vacant housing units'	161,607	19.16%

Total Population - Total per sq. mi. (Tracts)
- 0 - 6
- 7 - 44
- 45 - 297
- 298 - 1,992
- 1,993 - 13,319
Event Area
Basemap: Terrain

Map data ©2014 Google Terms of Use

Privacy Policy | 2010 Census | Data Tools | Information Quality | Product Catalog | Contact Us | Home
Source: U.S. Census Bureau, Center for Economic Studies, LEHD | e-mail: CES.OnTheMap.Feedback@census.gov

New Public Data Service for Emergency Preparedness & Response

- Comprehensive Reports
- Real-time Data Updates
- Easy-to-use & Interoperable
- Historical Event Archive
- Flexible Analyses & Visualizations

(OnTheMapEM)

Post-Secondary Employment Outcomes (PSEO) (Beta)

✓ Experimental tabulations

✓ Earnings and employment outcomes for college & university graduates by degree level, degree major, and post-secondary institution.

✓ Sate-of-the-art confidentiality protection mechanisms to protect the underlying data

✓ Data sharing partnerships between universities, university systems, State DOE, State Labor Market Information offices, and the U.S. Census Bureau

✓ Data are currently only available for post-graduate institutions whose transcript data has been made available to Census Bureau through a data-sharing agreement (Texas, Colorado, Michigan, & Wisconsin)
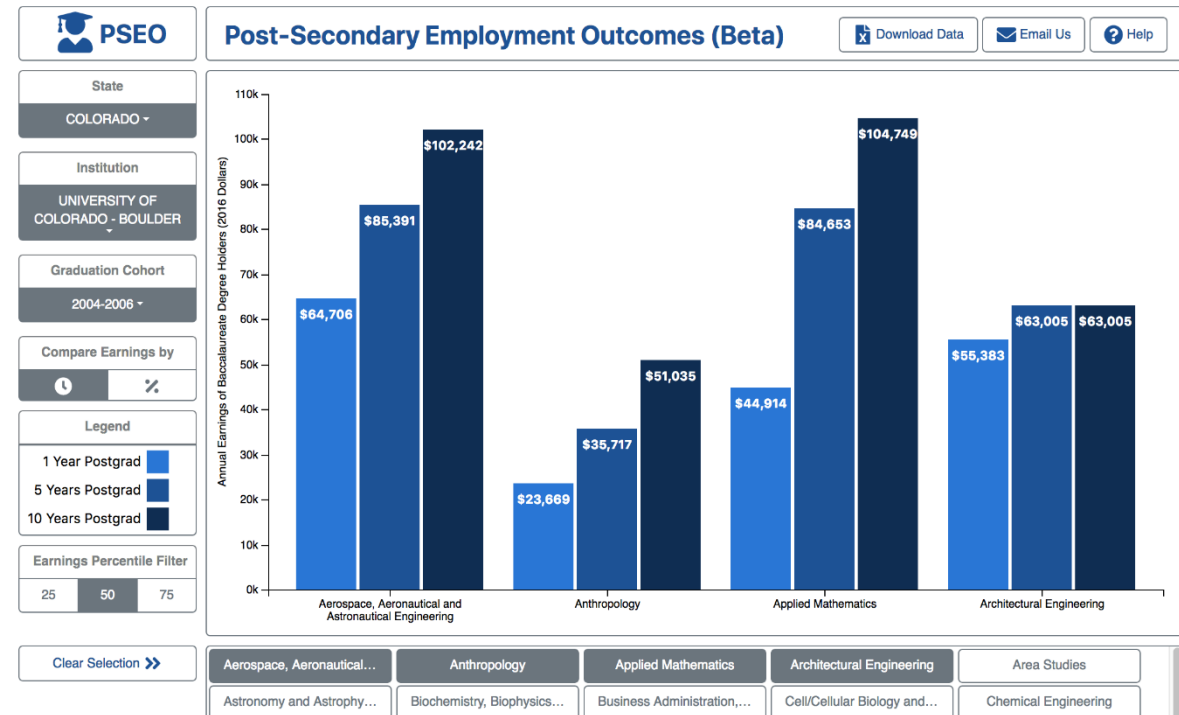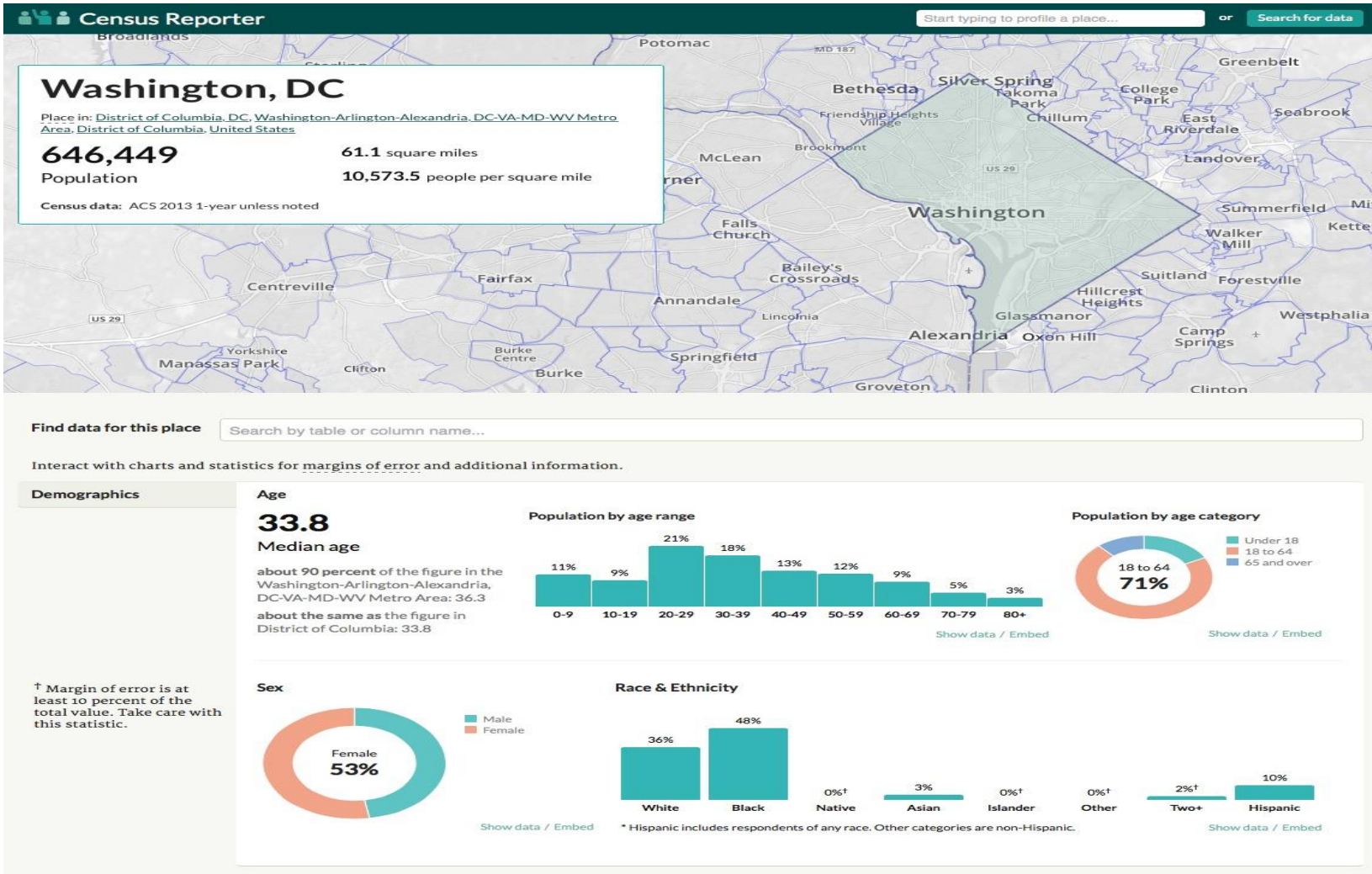

Download Public-Use Data

Two classes of files for Graduate Earnings tabulations:

✓ Comprehensive dataset, which includes all institutions and crossings.

✓ Earnings for each system, which is a subset of the above release.

(PSEO)

Census Reporter

When to use:
Place profiles and comparison pages provide a friendly interface for navigating data, including visualizations for a more useful first look. Census Reporter also offers handy tools for data comparison and makes it easy to create exports for further analysis in tabular or GIS formats.

censusreporter.org

Additional Resources

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Census.gov/Academy: Visit and Subscribe

✓ **Receive our 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!

✓ **Get access to our data courses.**
You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.

✓ **Interact with our instructors via webinars.**
Learn about our data releases and tools while attending these live virtual classes.

✓ **Bring our data experts to you.**
Request free workshops and webinars for your organization: census.askdata@census.gov

✓**Take part in this community**
Share your feedback and ideas for our educational content: Census.academy@census.gov

Stay Current

NEWSROOM

The latest news releases and statements from the U.S. Census Bureau. Also, find upcoming events, and useful information for media
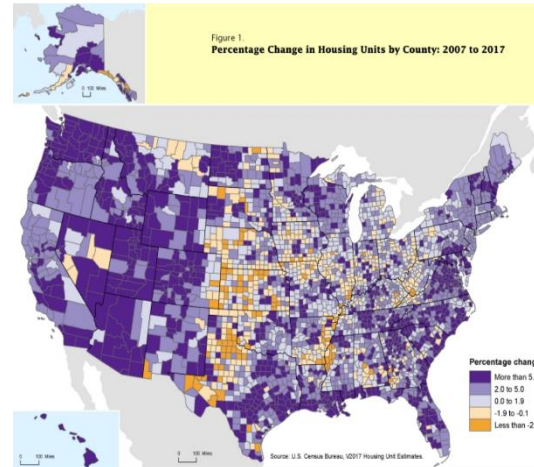
census.gov/newsroom.html

DIRECTOR'S BLOG

This blog gives the director's point of view on everything from Census Bureau news to how we measure America's people, places and economy.

census.gov/newsroom/blogs/director.html

AMERICA COUNTS
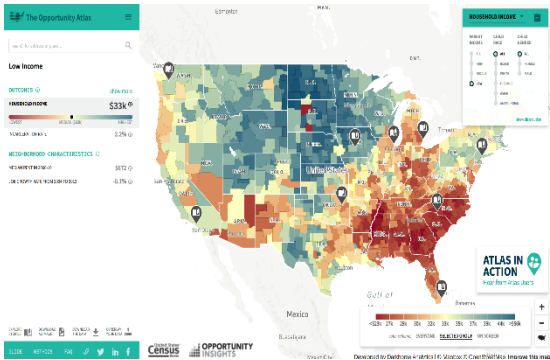
Featured stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population

census.gov/AmericaCounts

STATS FOR STORIES

Provides links to timely story ideas highlighting the Census Bureau's newsworthy statistics that relate to current events, observances, holidays, and anniversaries

census.gov/newsroom/stories.html
census.gov/newsroom/facts-for-features.html

Stay Connected #CensusData

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

More information on the American Community Survey: https://www.census.gov/acs

Census (Non-media inquiries)
800-923-8282

Public Information Office (Media)
301-763-3030

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The American Community Survey
Data Tell Stories. Tell Us Yours!
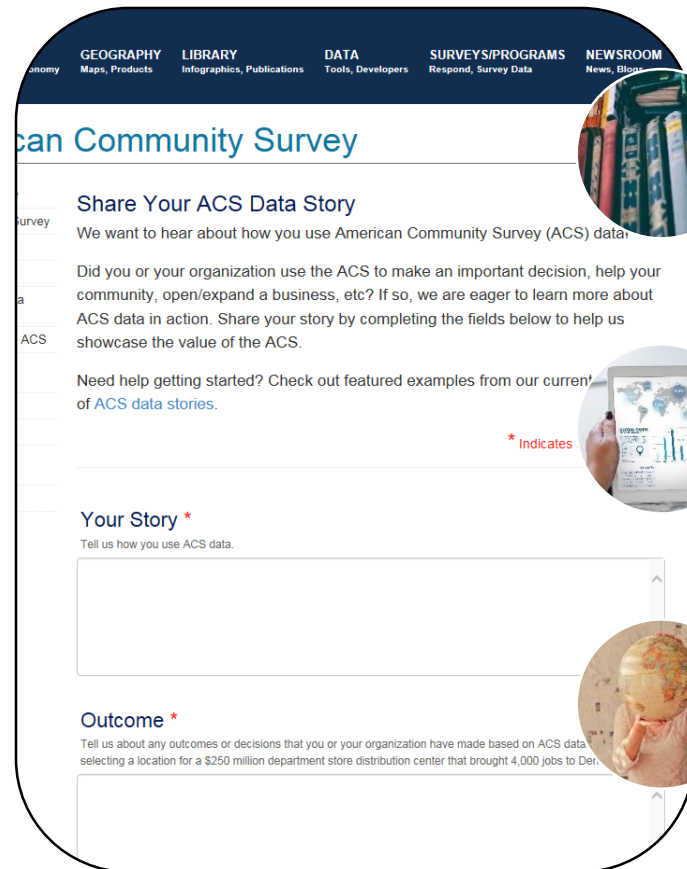
Your story

Your outcome

Your data details

To tell us your story, visit:
census.gov/acs/www/share-your-story/index.php

Additional Resources:
Want Free Training?
Need Local Stats?

U.S. Census Bureau

Data Dissemination Specialist

Eric Coyle
(702) 236-3202

eric.a.coyle@census.gov
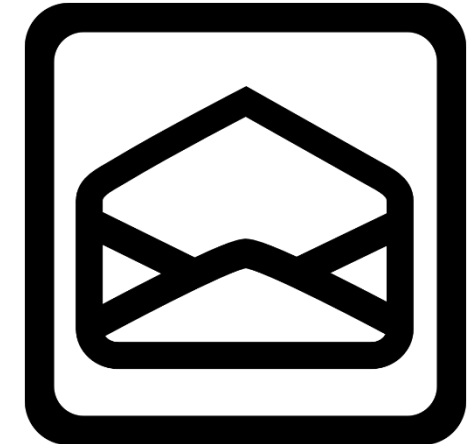
Additional Assistance:

Toll-free number:
1-844-ASK-DATA (1-844-275-2342)

census.askdata@census.gov

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Q&A and Thank You!

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