

Utah State Data Center Conference

Tuesday, November 6, 2018

- 9:00 a.m. **Welcome**
Pamela S. Perlich, Director of Demographic Research, Gardner Policy Institute
Mallory Bateman, State Data Center Coordinator, Gardner Policy Institute
- 9:15 a.m. **Census Product Update**
Eric Coyle, Data Dissemination Specialist, U.S. Census Bureau
- 10:00 a.m. **2020 Census Updates – Census Bureau**
Sergio Martinez, Partnership Specialist, U.S. Census Bureau
- 10:30 a.m. **Break**
- 10:45 a.m. **CEDSCI**
Rob Chestnut, Assistant Center Chief for Communications and User Engagement,
U.S. Census Bureau
- 11:45 a.m. **LUCA process in Utah**
Keaton Walker, Geospatial Developer, Utah Automated Geographic Reference Center
- 12:00 p.m. **Lunch and 2020 Data Point Brainstorm**
- 1:00 p.m. **Utah Complete Count Committee Update**
Evan Curtis, State Planning Coordinator, Governor’s Office of Management and Budget
Shannon Simonsen, Special Projects, Utah Office of the Governor
- 1:30 p.m. **Gardner Policy Institute Demography Team Updates**
Natalie Young, Research Analyst, Gardner Policy Institute
Emily Harris, Demographic Analyst, Gardner Policy Institute
Mike Hollingshaus, Demographer, Gardner Policy Institute

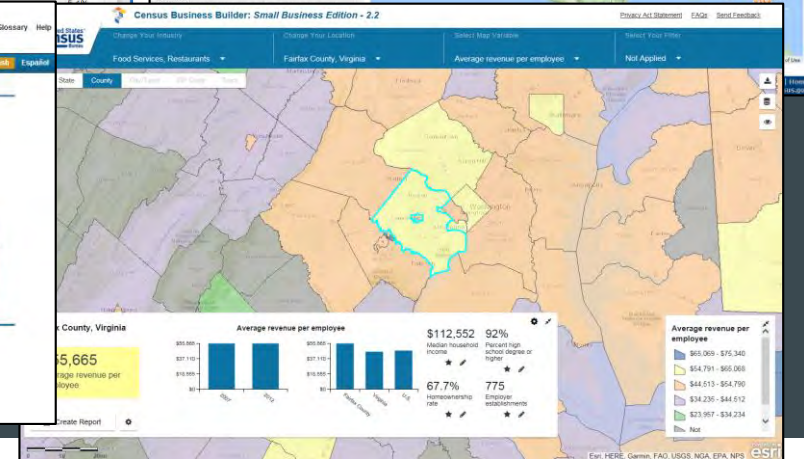
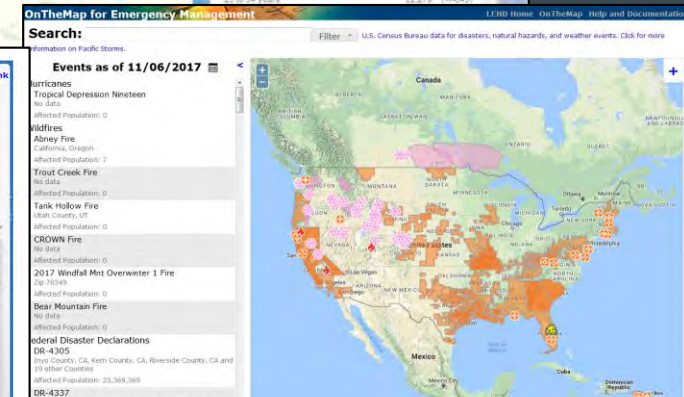
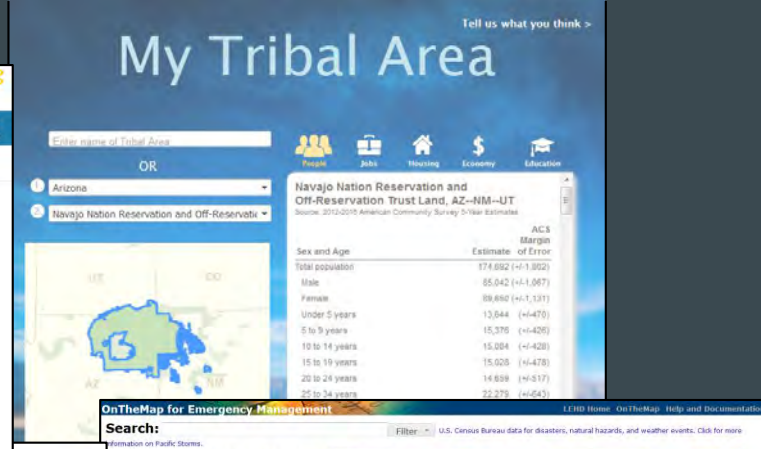
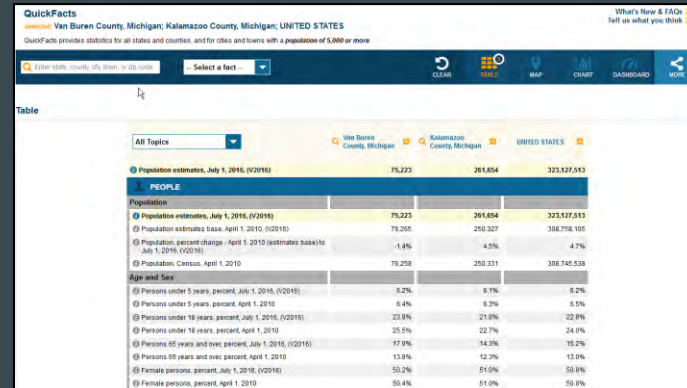
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INFORMED DECISIONS™

Census Product Update

Utah State Data Center Conference
November 6, 2018

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



Agenda

Current Population Survey Annual Social and Economic Supplement

- 2017 Income, Poverty, and Health Insurance Reports

American Community Survey

- 2017 1-year estimates release updates

Statistics in Schools

- What's new!

Census Business Builder

- 2.4 Update

Census Academy

Additional Tools and Resources

Q&A

Income and Poverty in the United States: 2017

Current Population Reports

By Kayla Fontenot, Jessica Semega, and Matthew P. Johnson
Issued September 2018
P60-263



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The Supplemental Poverty Measure: 2017

Current Population Reports

Liana Fox
P60-265
September 2018

INTRODUCTION

Since the publication of the first official U.S. poverty estimates, researchers and policy makers have continued to discuss the best approach to measure income and poverty in the United States. Beginning in 2011, the U.S. Census Bureau began publishing the Supplemental Poverty Measure (SPM), which extends the official poverty measure by taking account of many of the government programs designed to assist low-income families and individuals that are not included in the official poverty measure. This is the eighth report describing the SPM, released by the Census Bureau, with support from the Bureau of Labor Statistics (BLS). This report presents updated estimates of the prevalence of poverty in the United States using the official measure and the SPM based on information collected in 2018 and earlier Current Population Survey Annual Social and Economic Supplements (CPS ASEC).

Figure 1.
SPM Poverty Rate
Group: 2017
(in percent)



Note: For info and definition
Source: U.S. Census Bureau
Economic Supplement

HIGHLIGHTS

- In 2017, the SPM poverty rate was 13.9 percent, down from 14.1 percent in 2016. SPM rates vary by race and ethnicity.

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Health Insurance Coverage in the United States: 2017

Current Population Reports

By Edward R. Berchick, Emily Hood, and Jessica C. Barnett
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P60-264



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- Data are based on the Current Population Survey's Annual Social and Economic Supplement (CPS ASEC).
- CPS ASEC is the official source of national poverty estimates.
- Official poverty estimates are calculated in accordance with OMB Statistical Policy Directive 14.

<https://www.census.gov/newsroom/press-releases/2018/income-poverty.html>

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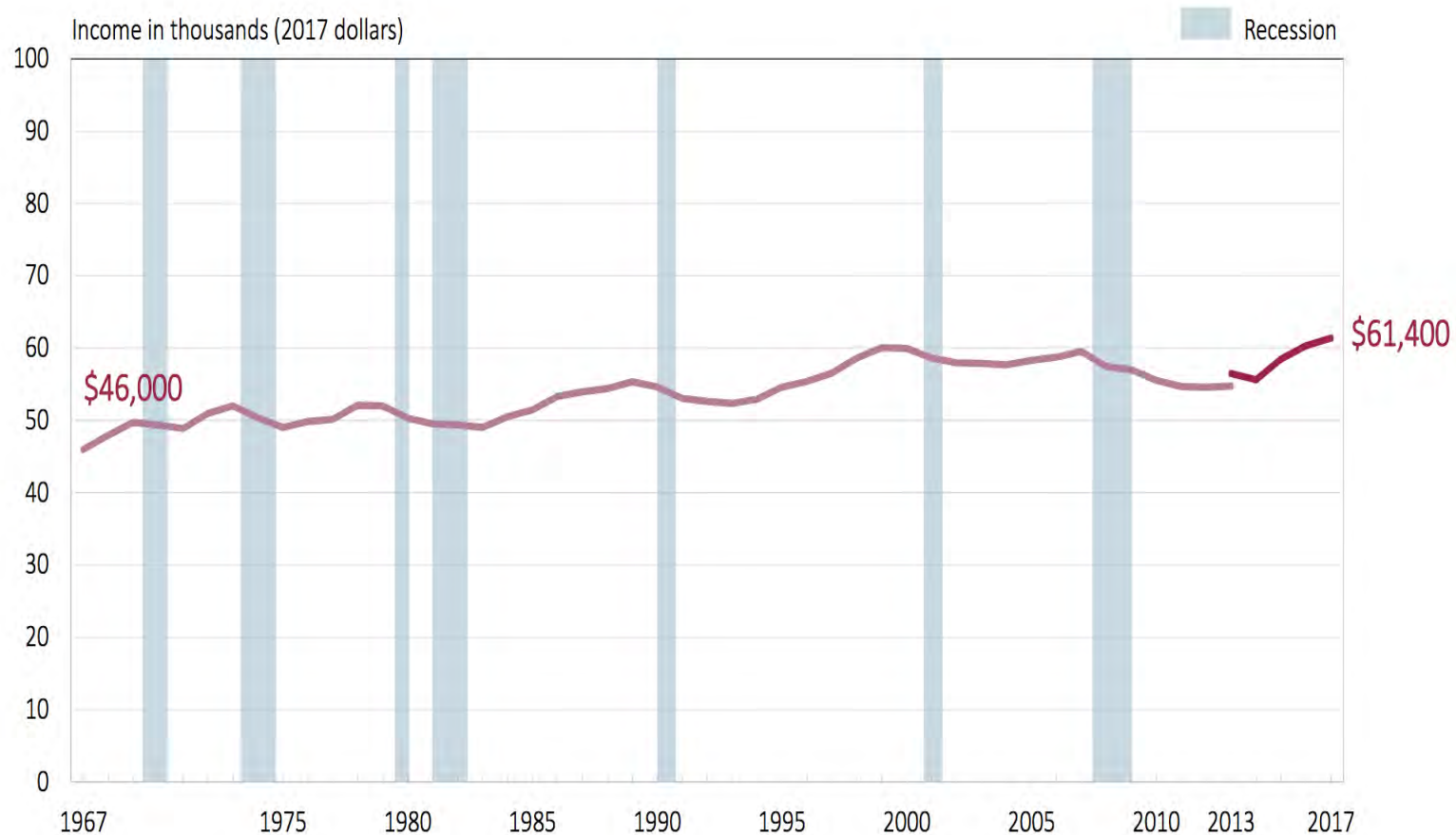


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- Includes Current Population Survey (CPS) and American Community Survey (ACS) data.
- ACS is the recommended source for smaller populations and levels of geography.

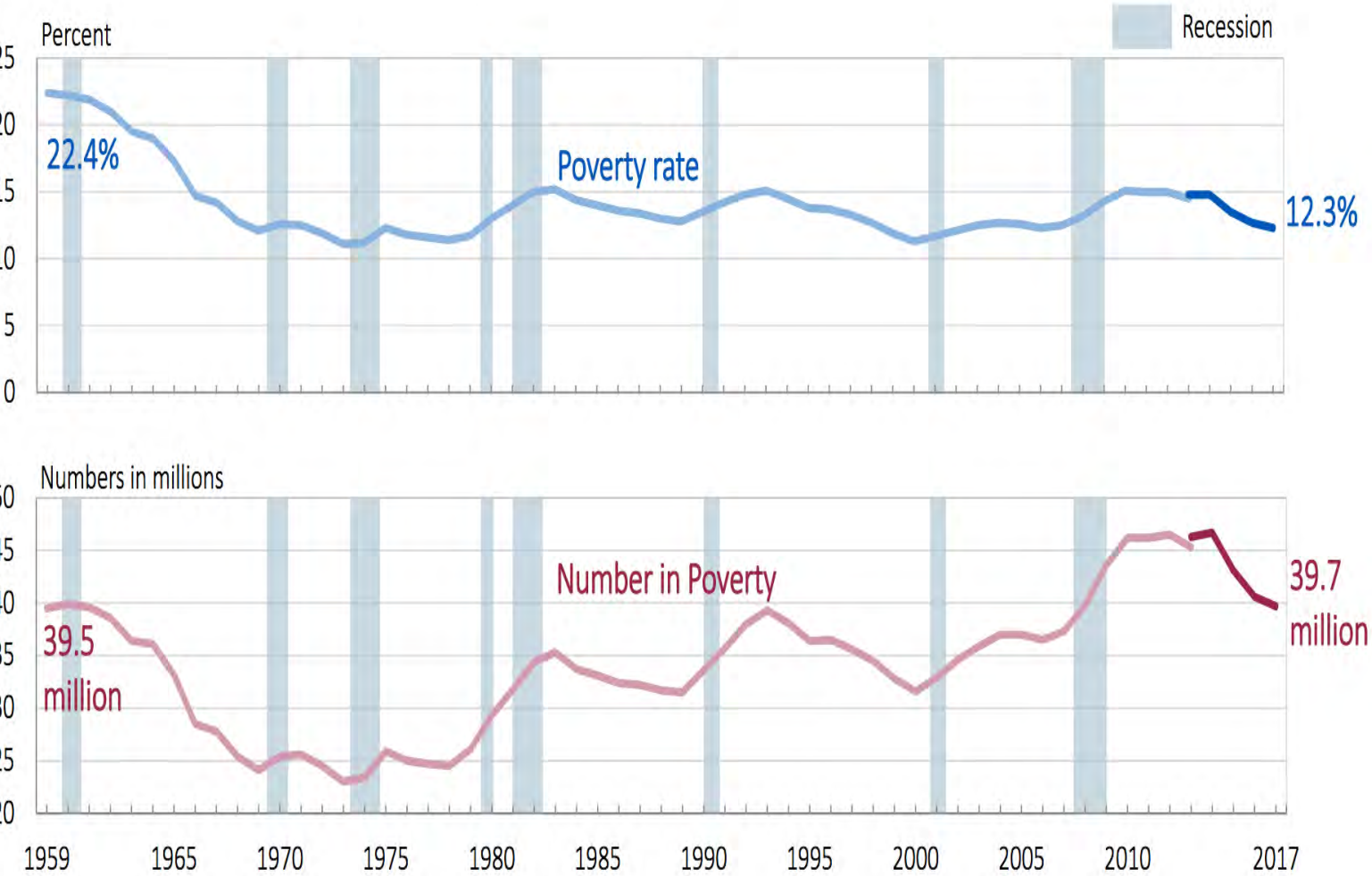
Real Median Household Income: 1967 to 2017



Median household income was \$61,400 in 2017, an increase in real terms of 1.8 percent from the 2016 median of \$60,300. This is the third consecutive annual increase in median household income.

Note: The data for 2013 and beyond reflect the implementation of the redesigned income questions. Income rounded to nearest \$100.
Source: U.S. Census Bureau, Current Population Survey, 1968 to 2018 Annual Social and Economic Supplements.

Poverty Rate and Number in Poverty: 1959 to 2017



The official poverty rate in 2017 was 12.3 percent, down 0.4 percentage points from 2016. In 2017, there were 39.7 million people in poverty, not statistically different from the number in poverty in 2016.

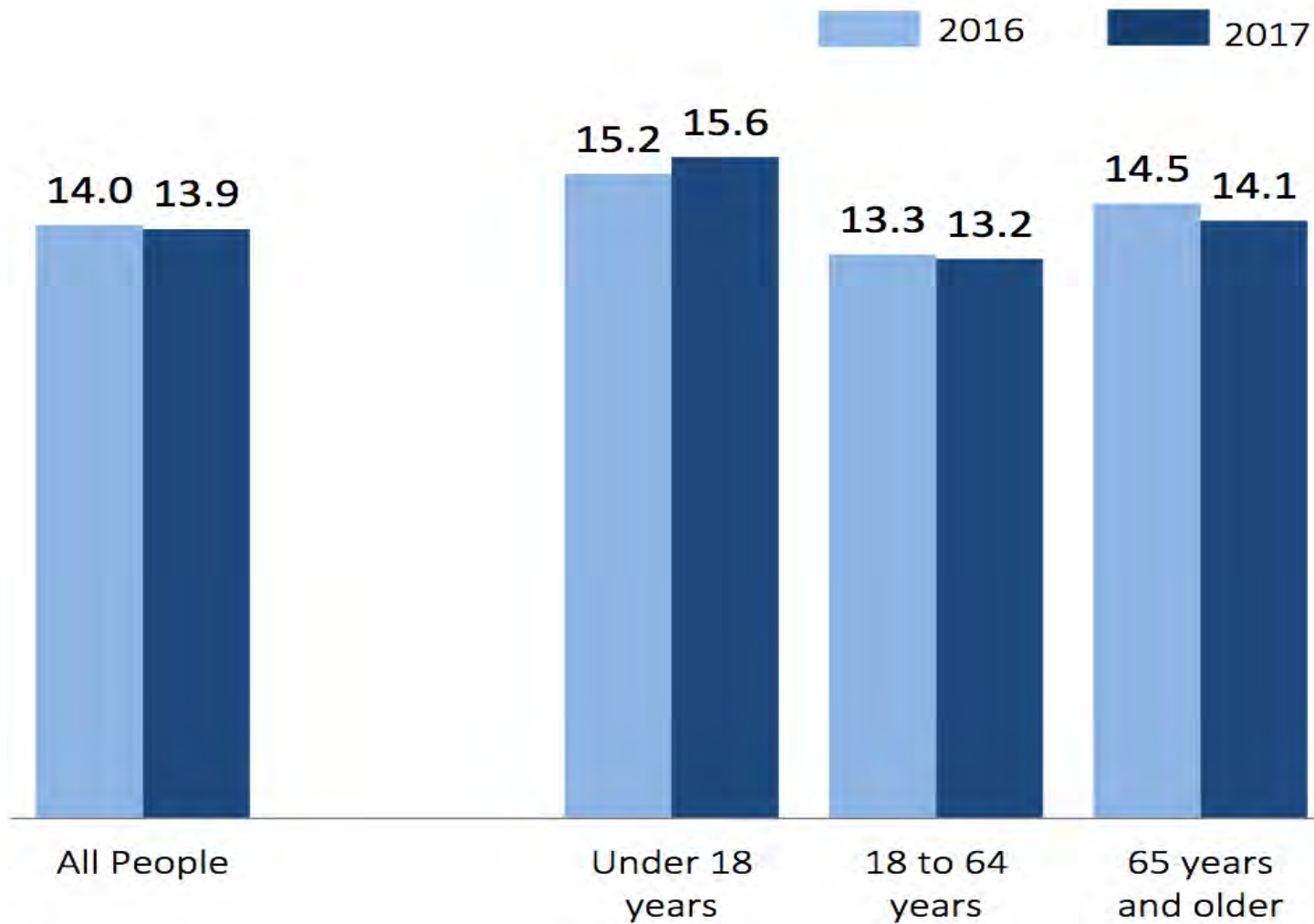
Note: The data for 2013 and beyond reflect the implementation of the redesigned income questions. Source: U.S. Census Bureau, Current Population Survey, 1960 to 2018 Annual Social and Economic Supplements.



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Comparison of SPM Poverty Estimates: 2016 and 2017

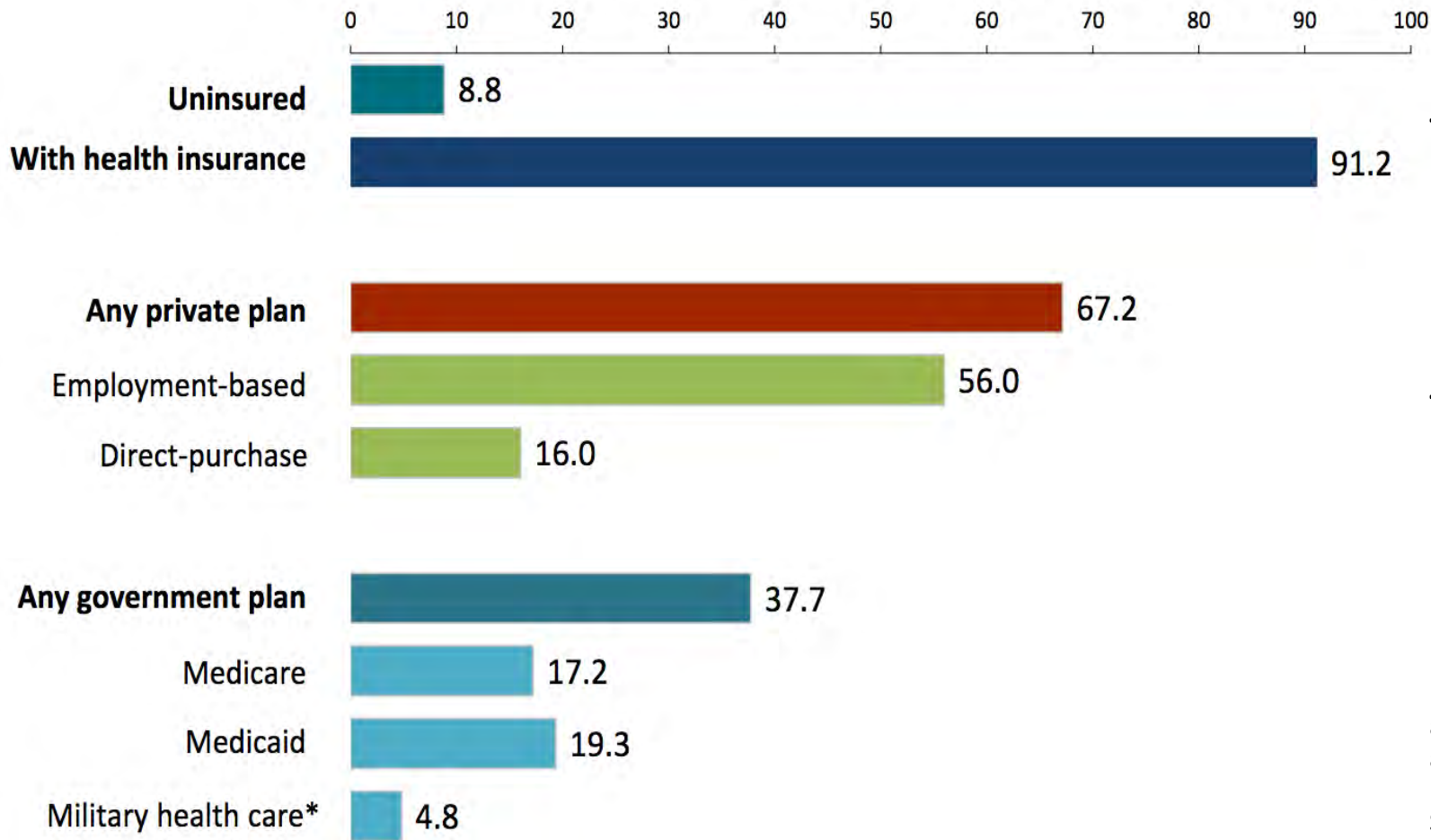
(In Percent)



The Supplemental Poverty Measure (SPM) rate in 2017 was 13.9 percent. This is not statistically different from the 2016 SPM rate of 14.0 percent.

Source: U.S. Census Bureau, Current Population Survey, 2017 and 2018 Annual Social and Economic Supplements.

Percentage of People by Type of Health Insurance Coverage: 2017



The percentage of people without health insurance coverage for the entire calendar year was 8.8 percent, or 28.5 million people. The uninsured rate and number of uninsured in 2017 were not statistically different from 2016.

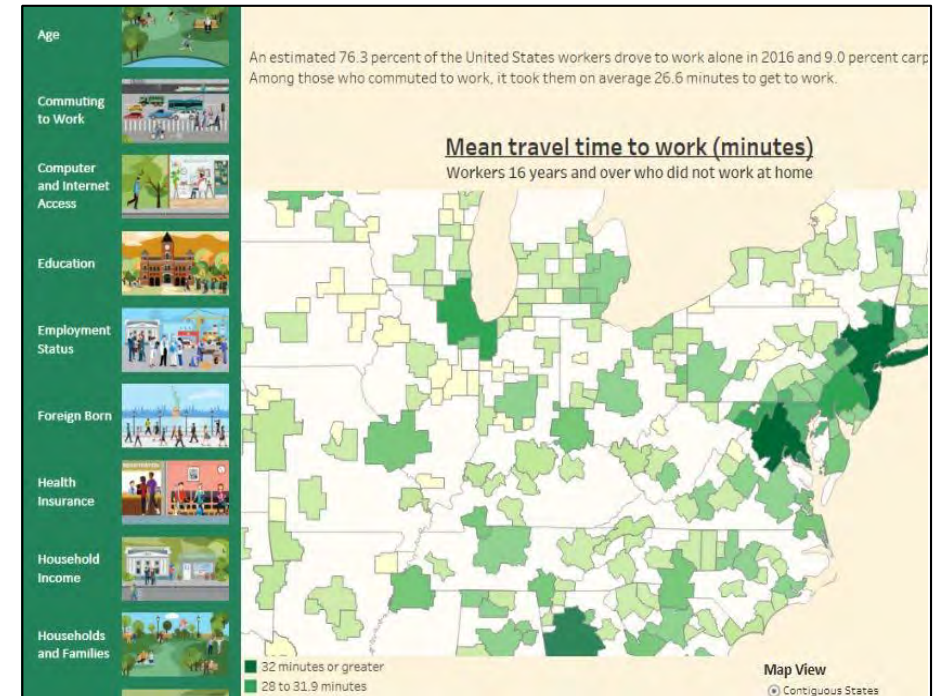
*Military health care includes TRICARE and CHAMPVA (Civilian Health and Medical Program of the Department of Veterans Affairs) as well as care provided by the Department of Veterans Affairs and the military.

Source: U.S. Census Bureau, Current Population Survey, 2018 Annual Social and Economic Supplement.

American Community Survey – Latest Releases

September 13th

- 2017 ACS 1-year public release
 - Detailed Tables
 - Summary Tables
 - ACS Data Tools (My Congressional District, QuickFacts, API)
 - State and Metro Area Graphics
 - Pre-Recorded Soundbites
- Infographics and Visualizations



<https://www.census.gov/newsroom/press-kits/2018/acs-1year.html>

American Community Survey – Latest Releases

October 11, 2018

- **2017 ACS 1-year Supplemental Estimates Documentation Released**
 - **Guidance for Data Users:** Learn more about [when to use 1-year, 1-year supplemental, and 5-year estimates](#).
 - **Geography and ACS:** View the [geographic areas with published data](#) for the 1-year Supplemental Estimates.
 - **Modified Tables:** View [2017 table changes](#) for a description of this year's modified table.
 - **Table Shells:** View the layout of tables (without the estimates or margins of error filled in) by exploring the [1-year Supplemental Estimates table shells](#).
- **Select Documentation Released for PUMS Files**
 - Supporting [documentation](#) has been released to help users prepare for the release of the 2017 ACS 1-year PUMS files. New this year: the PUMS Data Dictionary will be available in a new file format (.csv) in response to data user requests for a machine-readable format.

American Community Survey – Latest Releases

October 18, 2018

- **2017 ACS 1-year Supplemental Estimates Released**
 - 2017 ACS 1-year Supplemental Estimates are available in [American FactFinder](#) and the [API](#).
 - 2017 ACS 1-year Supplemental Estimates are based on data collected from January 1, 2017 to December 31, 2017.
 - 2017 ACS 1-year Supplemental Estimates are available for geographic areas with populations of 20,000 or more.
- **2017 ACS 1-year PUMS Files and Additional Documentation Released**
 - 2017 ACS 1-year PUMS files are now available in [American FactFinder](#), the [FTP site](#), and [DataFerrett](#).
 - Additional [PUMS documentation](#), including the PUMS ReadMe, Accuracy of the PUMS, and PUMS Estimates for User Verification, has been released to help users with the release of the 2017 ACS 1-year PUMS files.

ACS Basics: 1-Year Data Products

- Data Profiles
(Social, Economic, Housing, Demographic)
- Comparison Profiles
(2013 to 2017)
- Selected Population Profiles
(Race, Hispanic Origin, Ancestry, Place of Birth)
- Ranking Tables (89)
- Geographic Comparison Tables (96)
- Subject Tables (83)
- Detailed Tables (1,372)
- **Supplemental Tables (59)** *populations of 20,000+

| Subject | | | |
|---------------------------------|---------------|-----------------|--------------------------------------|
| | 2016 Estimate | 2015 Estimate | 2016 - 2015 Statistical Significance |
| EMPLOYMENT STATUS | | | |
| Population 16 years and over | 257,950,721 | 256,167,758 | * |
| In labor force | 63.1% | 63.1% | |
| Civilian labor force | 62.8% | 62.7% | |
| Employed | 59.1% | 58.8% | * |
| Unemployed | 3.6% | 3.0% | * |
| HOUSING | | | |
| Occupied housing units | | | |
| Subject | | Estimate | Margin of Error |
| Occupied housing units | | 118,860,065 | +/-154,606 |
| HOUSEHOLD SIZE | | | |
| 1-person household | | 28.0% | +/-0.1 |
| 2-person household | | 33.9% | +/-0.1 |
| 3-person household | | 15.6% | +/-0.1 |
| 4-or-more-person household | | 22.5% | +/-0.1 |
| OCCUPANTS PER ROOM | | | |
| 1.00 or less occupants per room | | 96.6% | +/-0.1 |
| 1.01 to 1.50 occupants per room | | 2.3% | +/-0.1 |
| 1.51 or more occupants per room | | 1.1% | +/-0.1 |

ACS Changes to Data Collection Methods

- Previous years included Computer Assisted Telephone Interviews (CATI) for non-response
- CATI was eliminated in October 2017 due to increasing cost
- Respondent burden was significantly reduced
- Negligible impact to data quality
- Telephone Questionnaire Assistance (TQA) and Failed Edit Follow Up (FEFU) operations were not changed

<https://census.gov/programs-surveys/acs/news/updates.2017.html>

ACS New Tables

Group Quarters

- Two new Subject Tables have replaced S2601B
 - **S2602:** Characteristics of the Group Quarters Population by Group Quarters Type (3 Types)
 - **S2603:** Characteristics of the Group Quarters Population by Group Quarters Type (5 Types)
- 55 new Detailed Tables as source tables for the new Subject Tables

| TableID | Line Number | Description |
|---------|-------------|-------------------------------------------------------------------------------------|
| B26220 | | GROUP QUARTERS TYPE [5] BY RECEIPT OF FOOD STAMPS/SNAP IN THE PAST 12 MONTHS |
| B26220 | | Universe: Population in group quarters |
| B26220 | 1 | Group quarters population: |
| B26220 | 2 | Received Food Stamps/SNAP in the past 12 months |
| B26220 | 3 | Did not receive Food Stamps/SNAP in the past 12 months |
| B26220 | 4 | Institutionalized group quarters population: |
| B26220 | 5 | Received Food Stamps/SNAP in the past 12 months |
| B26220 | 6 | Did not receive Food Stamps/SNAP in the past 12 months |
| B26220 | 7 | Adult correctional facilities: |
| B26220 | 8 | Received Food Stamps/SNAP in the past 12 months |
| B26220 | 9 | Did not receive Food Stamps/SNAP in the past 12 months |
| B26220 | 10 | Nursing facilities/skilled nursing facilities: |
| B26220 | 11 | Received Food Stamps/SNAP in the past 12 months |
| B26220 | 12 | Did not receive Food Stamps/SNAP in the past 12 months |
| B26220 | 13 | Juvenile facilities: |
| B26220 | 14 | Received Food Stamps/SNAP in the past 12 months |
| B26220 | 15 | Did not receive Food Stamps/SNAP in the past 12 months |
| B26220 | 16 | Noninstitutionalized group quarters population: |
| B26220 | 17 | Received Food Stamps/SNAP in the past 12 months |
| B26220 | 18 | Did not receive Food Stamps/SNAP in the past 12 months |
| B26220 | 19 | College/university student housing: |
| B26220 | 20 | Received Food Stamps/SNAP in the past 12 months |
| B26220 | 21 | Did not receive Food Stamps/SNAP in the past 12 months |
| B26220 | 22 | Military quarters/military ships: |
| B26220 | 23 | Received Food Stamps/SNAP in the past 12 months |
| B26220 | 24 | Did not receive Food Stamps/SNAP in the past 12 months |

https://www2.census.gov/programs-surveys/acs/tech_docs/table_shells/2017/

2016 Table: S2601B Characteristics of the Group Quarters Population by Group Quarters Type

| Subject | United States | | | | | | | | | |
|-------------------|------------------|-----------------|---------------------------------|-----------------|-------------------------------|-----------------|-----------------------------------------------|-----------------|----------------------------|-----------------|
| | Total population | | Total group quarters population | | Adult correctional facilities | | Nursing facilities/skilled nursing facilities | | College/university housing | |
| | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error |
| Total population | 323,127,515 | ***** | 8,079,879 | ***** | 2,189,913 | +/-1,046 | 1,498,858 | ***** | 2,689,356 | ***** |
| SEX AND AGE | | | | | | | | | | |
| Male | 49.2% | +/-0.1 | 60.9% | +/-0.2 | 90.9% | +/-0.4 | 36.7% | +/-0.5 | 45.3% | +/-0.5 |
| Female | 50.8% | +/-0.1 | 39.1% | +/-0.2 | 9.1% | +/-0.4 | 63.3% | +/-0.5 | 54.7% | +/-0.5 |
| Under 15 years | 18.9% | +/-0.1 | 0.8% | +/-0.1 | (X) | (X) | (X) | (X) | (X) | (X) |
| 15 to 17 years | 3.9% | +/-0.1 | 1.7% | +/-0.1 | 0.2% | +/-0.1 | (X) | (X) | 1.1% | +/-0.1 |
| 18 to 24 years | 9.6% | +/-0.1 | 41.2% | +/-0.1 | 13.7% | +/-0.3 | 0.2% | +/-0.1 | 96.5% | +/-0.2 |
| 25 to 34 years | 13.7% | +/-0.1 | 12.9% | +/-0.2 | 33.2% | +/-0.4 | 0.6% | +/-0.1 | 2.1% | +/-0.1 |
| 35 to 44 years | 12.6% | +/-0.1 | 9.4% | +/-0.1 | 25.5% | +/-0.4 | 1.1% | +/-0.1 | 0.3% | +/-0.1 |
| 45 to 54 years | 13.2% | +/-0.1 | 8.1% | +/-0.1 | 17.0% | +/-0.3 | 4.0% | +/-0.2 | 0.1% | +/-0.1 |
| 55 to 64 years | 12.8% | +/-0.1 | 7.0% | +/-0.1 | 8.0% | +/-0.2 | 10.9% | +/-0.3 | 0.1% | +/-0.1 |
| 65 to 74 years | 8.9% | +/-0.1 | 5.0% | +/-0.1 | 2.0% | +/-0.1 | 17.7% | +/-0.3 | 0.0% | +/-0.1 |
| 75 to 84 years | 4.4% | +/-0.1 | 5.6% | +/-0.1 | 0.3% | +/-0.1 | 25.7% | +/-0.4 | (X) | (X) |
| 85 years and over | 1.9% | +/-0.1 | 8.3% | +/-0.1 | 0.0% | +/-0.1 | 39.8% | +/-0.5 | (X) | (X) |

2017 Table: S2603 Characteristics of the Group Quarters Population By Group Quarters Type (5 Types)

| Subject | United States | | | | | | | | | | | | | |
|-------------------|------------------|-----------------|---------------------------------|-----------------|-------------------------------|-----------------|-----------------------------------------------|-----------------|---------------------|-----------------|----------------------------|-----------------|----------------------------------|-----------------|
| | Total population | | Total group quarters population | | Adult correctional facilities | | Nursing facilities/skilled nursing facilities | | Juvenile Facilities | | College/university housing | | Military quarters/military ships | |
| | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error | Estimate | Margin of Error |
| Total population | | | | | | | | | | | | | | |
| SEX AND AGE | | | | | | | | | | | | | | |
| Male | | | | | | | | | | | | | | |
| Female | | | | | | | | | | | | | | |
| Under 15 years | | | | | | | | | | | | | | |
| 15 to 17 years | | | | | | | | | | | | | | |
| 18 to 24 years | | | | | | | | | | | | | | |
| 25 to 34 years | | | | | | | | | | | | | | |
| 35 to 44 years | | | | | | | | | | | | | | |
| 45 to 54 years | | | | | | | | | | | | | | |
| 55 to 64 years | | | | | | | | | | | | | | |
| 65 to 74 years | | | | | | | | | | | | | | |
| 75 to 84 years | | | | | | | | | | | | | | |
| 85 years and over | | | | | | | | | | | | | | |

ACS New Tables (continued)

Citizen Voting-Age Population

- **B29001:** Citizen, Voting-Age Population by Age
- **B29002:** Citizen, Voting-Age Population by Educational Attainment
- **B29003:** Citizen, Voting-Age Population by Poverty Status
- **B29004:** Median Household Income for Households with a Citizen, Voting-Age Householder (in 2017 Inflation-Adjusted Dollars)
- **S2901:** Citizen, Voting-Age Population by Selected Characteristics

| Table ID | Line Number | Description |
|----------|-------------|-------------------------------------------------------------------|
| S2901 | 0 | CITIZEN, VOTING-AGE POPULATION BY SELECTED CHARACTERISTICS |
| S2901 | 0.5 | Subject |
| S2901 | 1 | Citizens 18 years and over |
| S2901 | 1.5 | AGE |
| S2901 | 2 | 18 to 29 years |
| S2901 | 3 | 30 to 44 years |
| S2901 | 4 | 45 to 64 years |
| S2901 | 5 | 65 years and over |
| S2901 | 5.3 | |
| S2901 | 5.5 | SEX |
| S2901 | 6 | Male |
| S2901 | 7 | Female |
| S2901 | 7.3 | |
| S2901 | 7.5 | RACE AND HISPANIC ORIGIN |
| S2901 | 8 | White alone |
| S2901 | 9 | Black or African American alone |
| S2901 | 10 | Asian alone |
| S2901 | 11 | American Indian and Alaska Native alone |

https://www2.census.gov/programs-surveys/acs/tech_docs/table_shells/2017/

ACS New Tables (continued)

Income and Earnings

- **B19122:** Number of Earners in Family
- **B20018:** Median Earnings in the Past 12 Months (in 2017 Inflation-Adjusted Dollars) for the Population 16 Years and Over Who Worked Full-Time, Year-Round with Earnings in the Past 12 Months

| TableID | Line Number | Description |
|---------|-------------|------------------------------------|
| B19122 | | NUMBER OF EARNERS IN FAMILY |
| B19122 | | Universe: Families |
| B19122 | 1 | Total: |
| B19122 | 2 | No earners |
| B19122 | 3 | 1 earner |
| B19122 | 4 | 2 earners |
| B19122 | 5 | 3 or more earners |

Health Insurance

- **C27021:** Health Insurance Coverage Status by Living Arrangement

https://www2.census.gov/programs-surveys/acs/tech_docs/table_shells/2017/

ACS Noteworthy Data Product Modifications

Modifications made to tables on:

- Health Insurance
- Age and Sex
- Foreign-Born Population
- Income and Earnings
- Marital History
- Grandparents Living with Grandchildren
- Poverty thresholds
- Table display (counts and percentages)
- Level of detail to ensure confidentiality

Changes include improvements to:

- Age categories
- Table universe
- Income detail

ACS Geography Update

- New Geographies:
 - **American Indian off-reservation trust lands:** 9 new geographies in California, Massachusetts, Michigan, and Washington
 - **County Subdivisions:** 9 new geographies in Louisiana, Ohio, South Dakota, and Wisconsin
 - **Places:** 7 new cities, villages, and census-designated places in Florida, Georgia, Illinois, South Dakota, Texas, and Wisconsin.
- Boundary changes due to annexation, disincorporation, and geocoding updates


<https://census.gov/programs-surveys/acs/technical-documentation/table-and-geography-changes.html>

Guidance for ACS Users

 Compare across geographies and population subgroups using 2017 ACS

 Compare 2016 ACS and 2017 ACS estimates but use caution when comparing

- Income, Earnings, and Poverty

 Compare percentages, means, medians, and rates instead of totals whenever possible

 Don't expect ACS estimates to match decennial census counts or estimates from other surveys

<https://census.gov/programs-surveys/acs/guidance/comparing-acs-data/2017.html>

Future ACS Data Releases

2013-2017 ACS 5-Year Estimates (All geographic areas)

- Tuesday, December 4: Embargo Begins
- Thursday, December 6: Public Release

Public Use Microdata Sample Files (PUMS)

- January 17, 2019: 2013-2017 5-Year PUMS File

2013-2017 Variance Replicate Estimates

- January 17, 2019: Public Release

<https://census.gov/programs-surveys/acs/news/data-releases/2017/release-schedule.html>

ACS Website

United States **Census** Bureau

U.S. Department of Commerce | Blogs | Index A-Z | Glossary

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American Community Survey (ACS)

About the Survey
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News & Updates
Data
Guidance for Data Users
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Methodology
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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.

How do I respond to the ACS?

Why do you ask each question?

Where can I get ACS data?

Stats In Action: New Orleans...



Data Tables & Tools

About the Survey

Respond to the Survey

News & Updates

Data

Data Tables & Tools

Data Profiles

Narrative Profiles

Subject Tables

Ranking Tables

Supplemental Tables

American FactFinder

More ACS Tools & Apps

Data via FTP

Summary File Data

PUMS Data

Ranking Tables

[Share Your ACS Data Story!](#)

Show entries Filter by keyword:

| Table Title | Topic | Table ID |
|----------------------------------------------------------------------------------------------------------|-------|----------|
| Percent Of The Total Population Who Are White Alone | Race | R0201 |
| Percent Of The Total Population Who Are Black Or African American Alone | Race | R0202 |
| Percent Of The Total Population Who Are American Indian And Alaska Native Alone | Race | R0203 |
| Percent Of The Total Population Who Are Asian Alone | Race | R0204 |
| Percent Of The Total Population Who Are Native Hawaiian And Other Pacific Islander Alone | Race | R0205 |
| Percent Of The Total Population Who Are Some Other Race Alone | Race | R0206 |
| Percent Of The Total Population Who Are Two Or More Races | Race | R0207 |
| Percent Of The Total Population Who Are Two Or More Races Excluding Some Other Race | Race | R0208 |

<https://www.census.gov/acs/www/data/data-tables-and-tools/>

Comparison Guidance

About the Survey 

Respond to the Survey

News & Updates 

Data 

Guidance for Data Users

Subjects Included in the Survey

Which Data Table or Tool Should I Use?

When to Use 1-year, 3-year, or 5-year Estimates

Handbooks

Comparing ACS Data

ACS/Census Table Comparisons

2017

2016

2015

2014

2013

Comparing 2017 American Community Survey Data

Learn more about making the following comparisons:

- Comparing the 2017 ACS estimates with Census 2000 (second column below)
- Comparing the 2017 ACS 1-year with the 2016 ACS 1-year estimates (third column below)
- Comparing the 2017 ACS estimates with 2010 Census (fourth column below)

∨ **Age; Sex (01)**

∨ **Race (02)**

∨ **Hispanic or Latino Origin (03)**

∨ **Ancestry (04)**

<https://www.census.gov/programs-surveys/acs/guidance/comparing-acs-data/2017.html>

Documentation

The screenshot shows a web page with a left-hand navigation menu and a main content area. The navigation menu includes links for 'About the Survey', 'Respond to the Survey', 'News & Updates', 'Data', 'Guidance for Data Users', 'Geography & ACS', 'Technical Documentation', 'Code Lists, Definitions, and Accuracy', 'User Notes', 'Errata Notes', 'Data Suppression', 'Table & Geography Changes', 'Table Shells', 'Summary File Documentation', 'PUMS Documentation', 'Variance Replicate Tables Documentation', 'Race/Ethnicity and American Indian & Alaska Native Documentation', 'Methodology', 'Library', 'Operations and Administration', and 'Contact Us'. The 'Code Lists, Definitions, and Accuracy' section is highlighted in the menu. The main content area features a title 'Code Lists, Definitions, and Accuracy' with social media icons for Facebook, Twitter, and LinkedIn. Below the title is a paragraph: 'View the detailed codes and definitions for variables, statistical testing, and an explanation of sample design, methodology, and accuracy for the American Community Survey.' A year selector shows '2017' as the active year, with other years from 2016 to 2010 and a 'MORE' dropdown. The content is organized into six columns: 'Code Lists' (with a link to '2017 Code List [1.0 MB]'), 'Instructions for Applying Statistical Testing' (with a link to '2017 Instructions for Applying Statistical Testing to ACS 1-year Data [<1.0 MB]'), 'Subject Definitions' (with a link to '2017 Subject Definitions [1.4 MB]'), 'Statistical Testing Tool' (with a link to 'Statistical Testing Tool'), 'Group Quarters Definitions' (with a link to '2017 Group Quarters Definitions [<1.0 MB]'), and 'Accuracy of the Data (Available 9/13/18)'.

About the Survey

Respond to the Survey

News & Updates

Data

Guidance for Data Users

Geography & ACS

Technical Documentation

Code Lists, Definitions, and Accuracy

User Notes

Errata Notes

Data Suppression

Table & Geography Changes

Table Shells

Summary File Documentation

PUMS Documentation

Variance Replicate Tables Documentation

Race/Ethnicity and American Indian & Alaska Native Documentation

Methodology

Library

Operations and Administration

Contact Us

Code Lists, Definitions, and Accuracy

View the detailed codes and definitions for variables, statistical testing, and an explanation of sample design, methodology, and accuracy for the American Community Survey.

2017 2016 2015 2014 2013 2012 2011 2010 MORE ▾

Code Lists

Detailed codes for variables that contain a large number of coded responses, such as ancestry and occupation

[2017 Code List \[1.0 MB\]](#)

Instructions for Applying Statistical Testing

Basic instructions for obtaining the ACS standard errors needed to do manual statistical testing

[2017 Instructions for Applying Statistical Testing to ACS 1-year Data \[<1.0 MB\]](#)

Subject Definitions

Definitions of population and housing variables to help you understand the results of the American Community Survey

[2017 Subject Definitions \[1.4 MB\]](#)

Statistical Testing Tool

Spreadsheet to quickly test whether ACS estimates are statistically different from one another.

[Statistical Testing Tool](#)

Group Quarters Definitions

Definitions for classifying group living situations according to the type of housing and/or services provided

[2017 Group Quarters Definitions \[<1.0 MB\]](#)

Accuracy of the Data (Available 9/13/18)

Comparison Guidance (Available 9/13/18)

Why We Ask

American Community Survey

[← Back to Topics Page](#)

Why We Ask Questions About...

Computer and Internet Use

We ask questions about the computers and devices that people use, whether people access the internet, and how people access the internet to create data about computer and internet use.



We added these questions in 2013 as a requirement of the Broadband Data Improvement Act of 2008. They help federal agencies measure the nationwide development of broadband access and decrease barriers to broadband access.

Your privacy concerns

We use your confidential survey answers to create statistics like those in the results below and in the full tables that contain all the data—no one is able to figure out your survey answers from the statistics we produce. The Census Bureau is legally bound to strict confidentiality requirements. Individual records are not shared with anyone, including federal agencies and law enforcement entities. By law, the Census Bureau cannot share respondents' answers with anyone—not the IRS, not the FBI, not the CIA, and not with any other government agency.

Questions as they appear on the form

We ask three questions that cover the type of computer you use, whether you have internet access, and what type of internet access you have.

[View Questions](#)

Results from these questions

We compile the results from these questions to provide communities with important statistics to evaluate access to computers and the internet. You can see some of these published statistics here for the nation, states, and communities (counties, cities, towns) with a population of 65,000 or more.*

[Close Results](#)

*Please note: Data will be available for all communities in 2018 when the 2013-2017 ACS 5-year estimates are released.

United States

Households with a Computer

89.3 percent

Source: Latest ACS 1-Year Estimates Data Profiles/Social Characteristics

Households with a Broadband Internet Subscription

81.4 percent

Source: Latest ACS 1-Year Estimates Data Profiles/Social Characteristics

Population 65+ with No Computer in Household

20.2 percent

Source: Latest ACS 1-Year Estimates Subject Tables: S2802

View Results for a State

Louisiana

[Get Data](#)

Louisiana

Households with a Computer

84.5 percent

Source: Latest ACS 1-Year Estimates Data Profiles/Social Characteristics

Households with a Broadband Internet Subscription

74.4 percent

Source: Latest ACS 1-Year Estimates Data Profiles/Social Characteristics

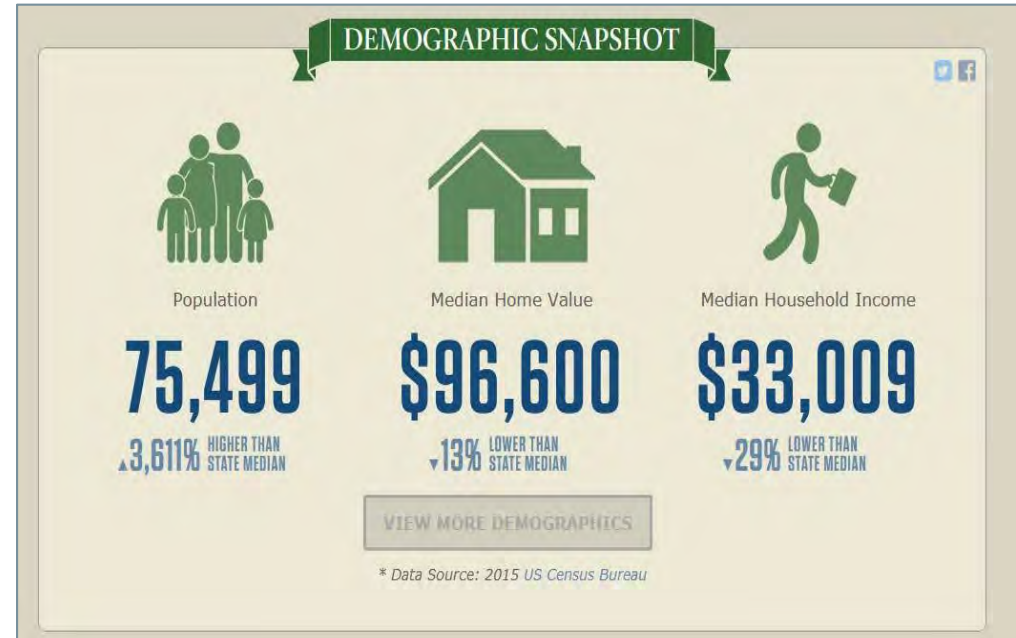
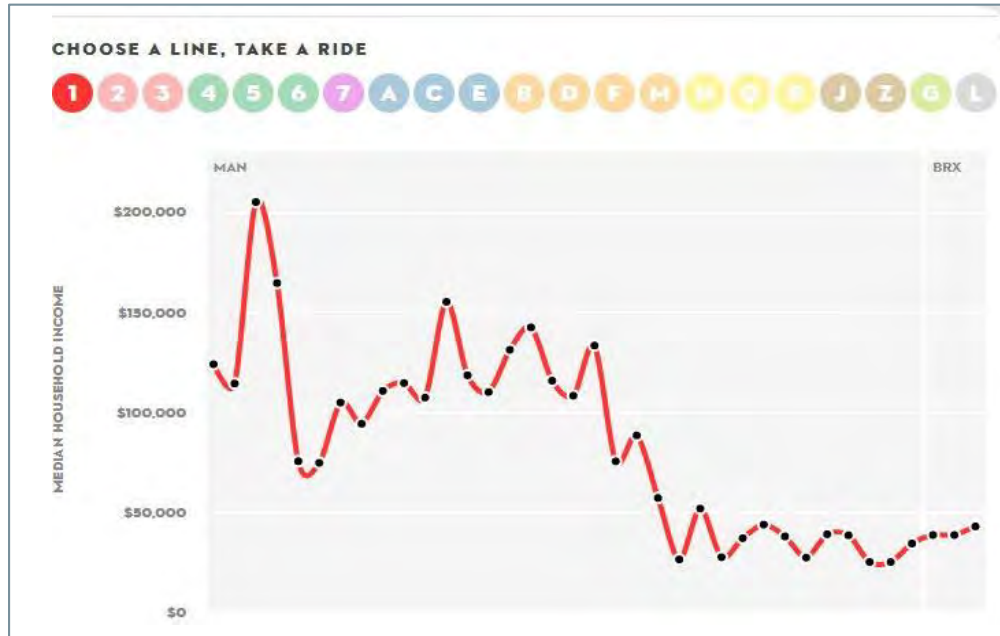
Population 65+ with No Computer in Household

27.7 percent

Source: Latest ACS 1-Year Estimates Subject Tables: S2802

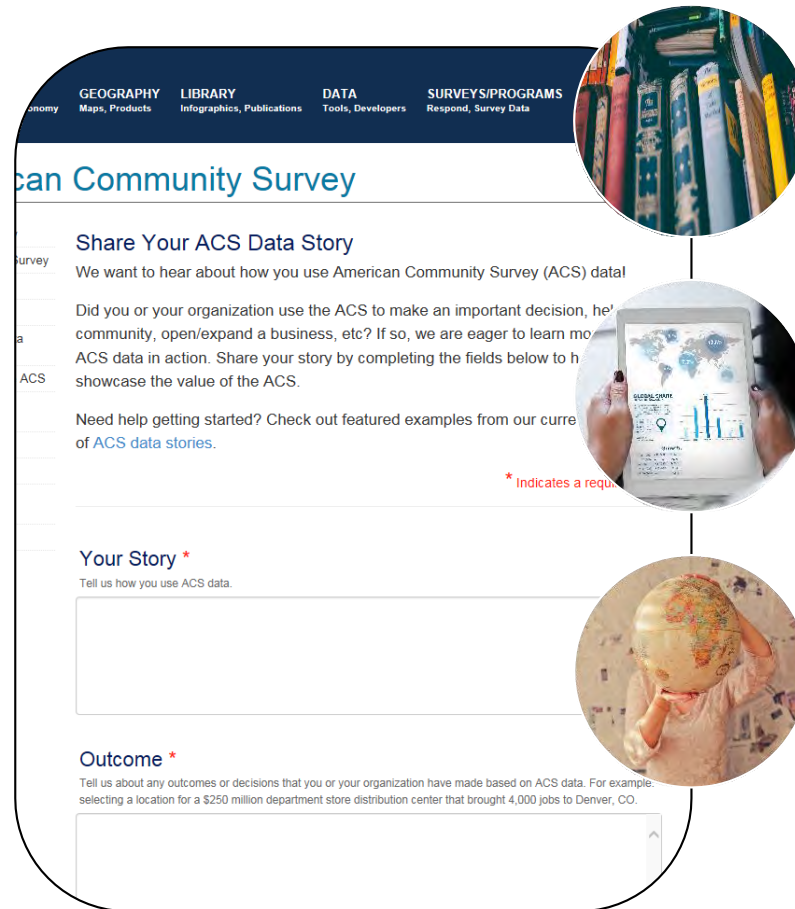
<https://www.census.gov/acs/www/about/why-we-ask-each-question/>

Application Programming Interface (API)



<https://www.census.gov/data/developers/data-sets.html>

Data Tell Stories. Tell Us Yours!



Your story

Your outcome Your

data details

<https://www.census.gov/acs/www/share-your-story/>

Census Business Builder

United States Census Bureau

Census Business Builder: Small Business Edition - 2.3

Privacy Act Statement | FAQs | Send Feedback

Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction | Food Services | Healthcare | Personal Services | Prof & Biz Services | Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code

Go To Map

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 2.3

Privacy Act Statement | FAQs | Send Feedback

Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#).
Release: 2.3 (Build: 11)

Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
 - USDA & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud
- Provide for free

V.2.4
Is
HERE!

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>

Census Business Builder 2.4 Update

What's New in Version 2.4

New and Expanded Content:

- Revised business data (from the 2016 County Business Patterns and 2016 Nonemployer Statistics program).

New or Revised Features:

- Ability to build regions in RAE by combinations of States, Counties, Cities/Towns, ZIP codes, and **Tracts (Tracts is new!)**.
- Ability to build regions in RAE by combinations of geographic areas across types.

https://www.census.gov/data/data-tools/cbb.How_Tos.html

Statistics in Schools

Search entire SIS site



Activities

By subject and grade

Resources

For teachers and students

Standards

Common Core, GAISE, Other

About

Contact Information

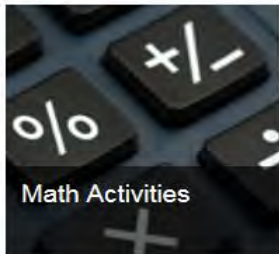
Census.gov

Statistics in Schools



STATISTICS
IN SCHOOLS

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.



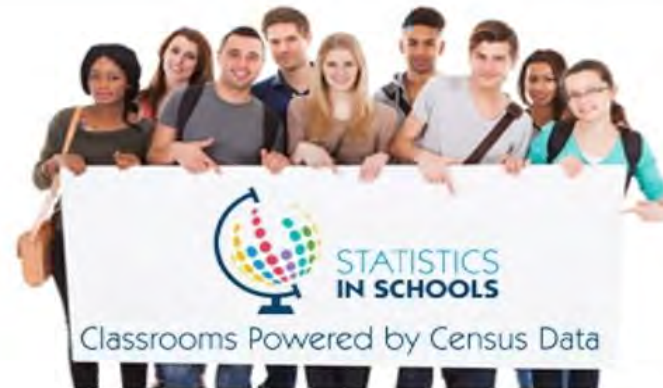
Math Activities



History Activities



State Facts for
Students



[census.gov/schools](https://www.census.gov/schools)

Grade Levels and Subjects

Classroom activities available for:

- Elementary and middle school
 - ✓ Math
 - ✓ Geography
 - ✓ History
- High school
 - ✓ Math
 - ✓ History
 - ✓ Geography
 - ✓ Sociology




Census Bureau 101 for Students

Our “*Census Bureau 101 for Students*” handout includes information about:

- The first census and its purpose
- The progression of the decennial census
- Other prominent Census Bureau surveys
- Available at:

<https://www.census.gov/schools/about/students101.html>



CENSUS BUREAU 101 FOR STUDENTS

The U.S. Census Bureau is the leading source of information on the nation's people, places, and economy, providing data about our country's population size and growth as well as detailed portraits of the changing characteristics of our communities. The Census Bureau, part of the U.S. Department of Commerce, was created to address language in the Constitution on America's need to count its population.

America's founders recognized that this information was needed to effectively serve its people. The data collected as part of the first count in 1790 — a six-question survey — expanded in the following years to include information on the economy, immigration, migration, and agriculture. One of the most important ways all of this information has been used is to determine apportionment of the seats in the U.S. House of Representatives.

The count of the U.S. population — carried out every 10 years — is called the Decennial Census of Population and Housing. During the decennial census, the Census Bureau contacts every household, asking questions such as:

- How many people live or stay in this house, apartment, or mobile home?
- What is the name of the person who owns this house, apartment, or mobile home?
- How old is the person who owns this house, apartment, or mobile home? When is his or her birthday?

United States
Census
Bureau

census.gov/schools

STATISTICS
IN SCHOOLS

Top 10 Benefits for Teachers

Our “*Top 10 Benefits of Statistics in Schools for Teachers*” handout highlights that:

- Activities were developed by teachers, for teachers.
- The program promotes cross-curricular education.
- Activities can augment teachers’ curriculum.
- The program can easily be expanded or modified to meet students’ skill levels.
- Activities correspond with specified, relevant standards and guidelines.
- All resources are completely free and ready to use.
- Available at:
<https://www.census.gov/schools/about/top10.html>





**TOP 10 BENEFITS OF
STATISTICS IN SCHOOLS FOR TEACHERS**

The Statistics in Schools (SIS) program of the U.S. Census Bureau provides data, tools, and activities that educators can incorporate into their lessons to help teach statistics concepts and data analysis skills to students. The activities and resources are segmented by subject (geography, history and social studies, mathematics and statistics, and sociology) and grade (from kindergarten through high school) so statistics education can be brought to any classroom.

Here are the top 10 reasons the SIS program is good for the classroom:

- 1 The online resources are free for K-12 teachers.**
Educators can access, at no charge, more than 100 downloadable activities and resources on the website: www.census.gov/schools. The activities on the website are searchable by grade, school subject, topic, and education standard.
- 2 Experts from the U.S. Census Bureau contributed to the program.**
The Census Bureau, which launched SIS, is the primary source of economic and demographic data for the United States. Census Bureau statistical experts were involved in the creation of the program activities, making SIS uniquely qualified to support statistics education.
- 3 The program promotes cross-curricular education.**
SIS uses a broad array of Census Bureau data to provide activities and resources for courses in geography, history and social studies, mathematics and statistics, and sociology.
- 4 SIS offers a number of resources and tools, including:**
 - Activities
 - Maps
 - News articles
 - Videos
 - Games
 - Infographics and data visualizations
 - Data tools that reveal population statistics by sex, age, ethnicity, and race

New Materials

Statistics in Schools has a number of new activities and resources:

- English Activities
- New Geography Activities
- Fun Facts
- Warm-Up Activities
- Monthly Newsletter

Fun Facts: Thanksgiving Day - 4th Thursday of November

A History of Giving Thanks

- In 1620, the Pilgrims — early settlers of Plymouth Colony — held a three-day feast to celebrate a successful harvest. Many regard this event as the nation's first Thanksgiving.
- The idea of Thanksgiving had been around for centuries, with the event becoming a national holiday on October 3, 1863. It was then that President Abraham Lincoln proclaimed the last Thursday of November as a national day of thanksgiving.
- Later, President Franklin Roosevelt changed the Thanksgiving Day would always be celebrated on the fourth (not the) Thursday of the month (except in years when the holiday happens, sometimes the last Thursday of November is the fifth Thursday).

Turkey Towns and Cranberry Counties

4. The number of places in the United States named after the holiday's traditional main course.

- Turkey Creek, Arizona (Population — 4,051)
- Turkey, Texas (Population — 367)
- Turkey, Louisiana (Population — 357)
- Turkey, North Carolina (Population — 280)

Which states were fastest to raise the most turkeys in 2016?

- Minnesota (44.5 million)
- North Carolina (33.5 million)
- Arkansas (28 million)
- Indiana (19.5 million)
- Missouri (19.2 million)
- Virginia (17.2 million)

Food for the Big Feast

There were...

- 64,234 supermarkets and other grocery (except convenience) stores
- 3,510 baked goods stores
- 2,792 meat and vegetable markets
- in the United States in 2015.

Thanksgiving's Native American Roots

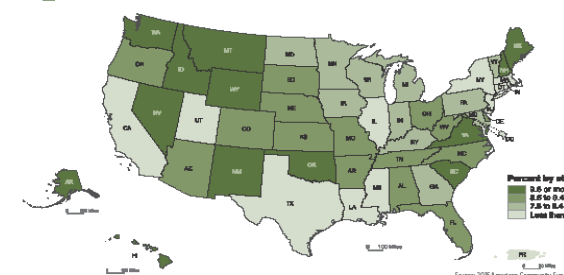
- 6,560: The number of members of the Wampanoag American Indian tribe as of 2010. The Wampanoag attended the first Thanksgiving, giving a head in the historic event. In 2010, roughly half of the tribe resided in Massachusetts.

What's a Pilgrim's favorite kind of music?

Plymouth Rock.

5 Minute Challenge: Honoring Those Who Served

Warm-Up Activity



Source: 2015 American Community Survey
www.census.gov/acs

In the following table, list the states/territories with the largest percentages of veterans (9.5 percent or more) in the top row and those with the smallest percentages of veterans (less than 7.5 percent) in the bottom row. Don't forget to look at Alaska, Hawaii, and Puerto Rico!

| States/Territories With 9.5% or More Veteran Populations | States/Territories With Less Than 7.5% Veteran Populations |
|----------------------------------------------------------|------------------------------------------------------------|
| | |


Now answer the following questions:

- Do you see any trends in the data? If so, describe them.
- Review the percentage of veterans who live in your state. Are you surprised by the percentage? If so, or if not, describe why.
- What is one question you have about the information displayed on this map?

United States Census CENSUS.GOV/SCHOOLS STATISTICS IN SCHOOLS

5 Minute Challenge: Honoring Those Who Served

Warm-Up Activity



Source: 2017 American Community Survey
www.census.gov/acs/tables/s3s

In the following table, list the states/territories with the largest percentages of veterans (10.0 percent or more) in the top row and those with the smallest percentages of veterans (less than 6.0 percent) in the bottom row. Don't forget to look at Alaska, Hawaii, and Puerto Rico!

| States/Territories With 10.0% or More Veteran Populations | States/Territories With Less Than 6.0% Veteran Populations |
|-----------------------------------------------------------|------------------------------------------------------------|
| | |

Now answer the following questions:

- Do you see any trends in the data? If so, describe them.
- Review the percentage of veterans who live in your state. Are you surprised by the percentage? If so, or if not, describe why.
- What is one question you have about the information displayed on this map?

Census.gov/Academy: Visit and Subscribe

United States Census Bureau

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

TOPICS: Population, Economy | GEOGRAPHY: Maps, Products | LIBRARY: Infographics, Publications | DATA: Tools, Developers | SURVEYS/PROGRAMS: Respond, Survey Data | NEWSROOM: News, Blogs | ABOUT US: Our Research

Census.gov > Data > Census Academy

Census Academy

Data Gems
Webinars
Courses - Coming Soon!

Your Virtual Hub for Learning Data Skills

Join the Community

Upcoming Webinars

| | |
|----------------|----------------------------------------------------------------|
| August 2nd | 2018 Economic Programs Webinar Series: Professional/Scientific |
| September 12th | 2018 Economic Programs Webinar Series: Hidden Gems |

Data Gem of the Week

DATA GEMS: How to Do...
David Kraiker
Data Dissemination Specialist

Data Gems

All | 2018

How Do I Get Business Data for My Location?
July 02, 2018
If you are looking to open or expand your business, check this tip to learn how to access statistics about your market, customers, and other businesses.

- ✓ **Receive weekly 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**

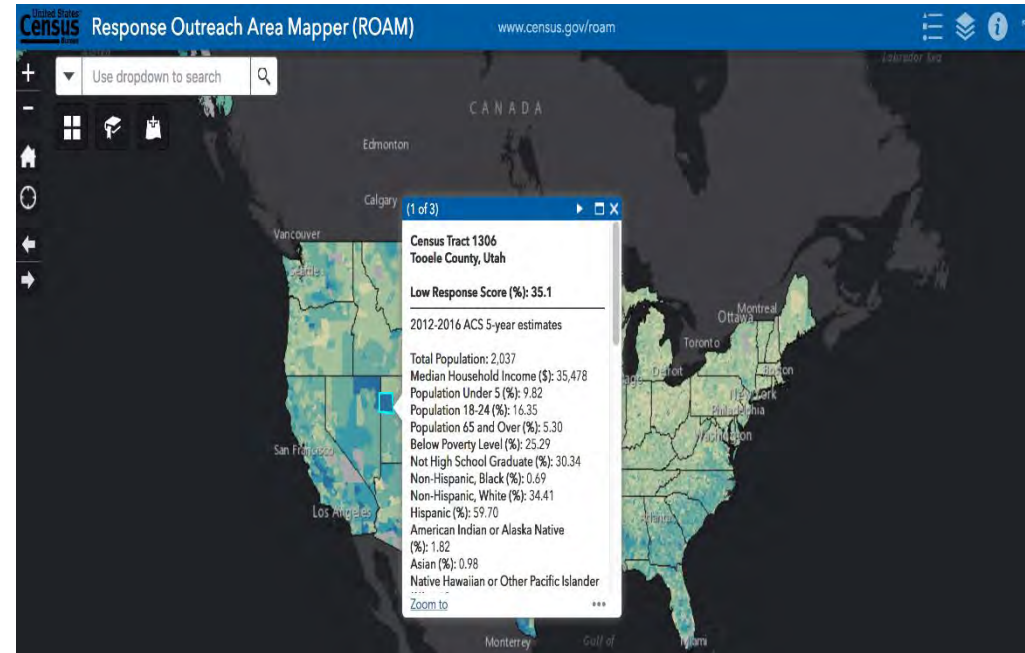
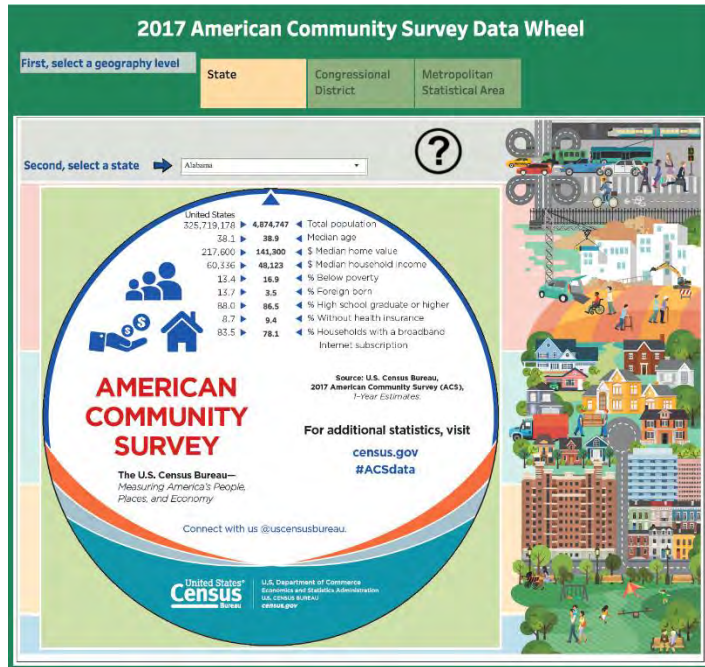
[Share](#) your feedback and ideas for our educational content:
Census.academy@census.gov

<https://census.gov/academy>

New Data Visualization Tools

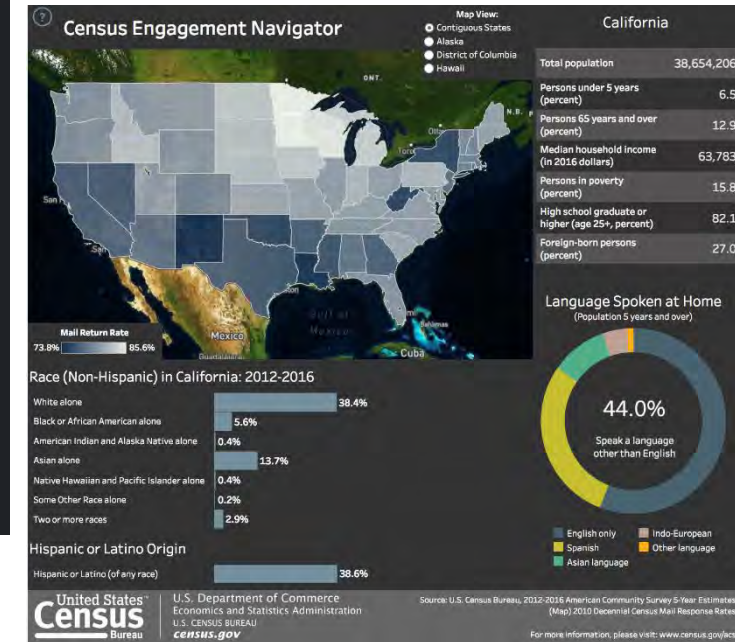
Response Outreach Area Mapper

2017 ACS Data Wheel



[census.gov/roam](https://www.census.gov/roam)

Census Engagement Navigator



[census.gov/library/visualizations/interactive/engagement](https://www.census.gov/library/visualizations/interactive/engagement)

[census.gov/library/visualizations/interactive/2017-data-wheel](https://www.census.gov/library/visualizations/interactive/2017-data-wheel)

[census.gov/library/visualizations](https://www.census.gov/library/visualizations)

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](https://www.census.gov/newsroom.html)

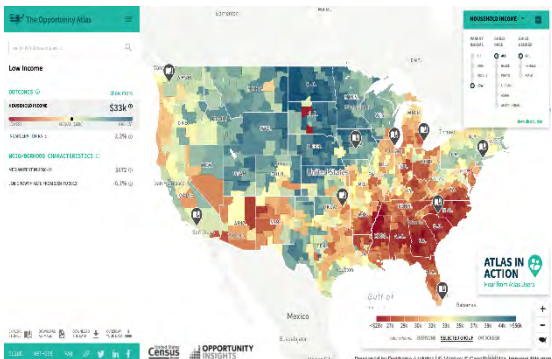
DIRECTOR'S BLOG



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](https://www.census.gov/newsroom/blogs/director.html)

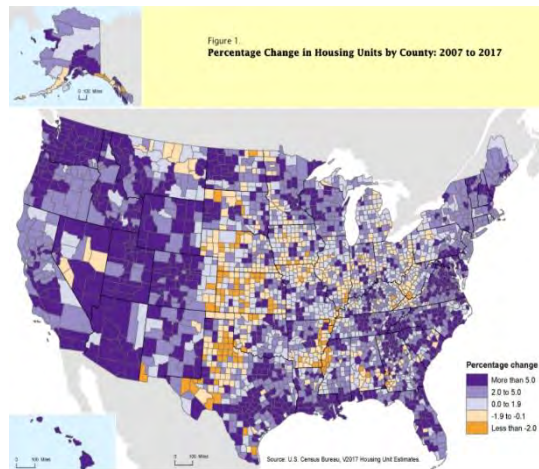
AMERICA COUNTS



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

[census.gov/AmericaCounts](https://www.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](https://www.census.gov/newsroom/stories.html)
[census.gov/newsroom/facts-for-features.html](https://www.census.gov/newsroom/facts-for-features.html)

Stay Connected



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



facebook.com/uscensusbureau



twitter.com/uscensusbureau



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



youtube.com/user/uscensusbureau



instagram.com/uscensusbureau/



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

Public Information Office (Media)
301-763-3030



pinterest.com/uscensusbureau/



linkedin.com/company/us-census-bureau

Additional Resources:

Want Free Training?

Need Local Stats?

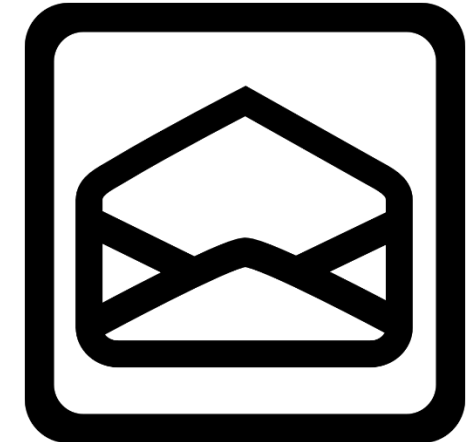


U.S. Census Bureau
Data Dissemination Specialist (DDS)

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

Q&A and Thank You!



United States™ Census 2020

STATE DATA CONFERENCE

Presenters: Sergio A. Martinez

Dallas Regional Census Center/Field Division/Denver Region

Tuesday, November 06th, 2018, Salt Lake City, Utah

PSAP & LUCA

- The 2020 Census Participant Statistical Areas Program (PSAP) allows participants to review and update selected statistical area boundaries
- The Census Bureau uses these boundaries to tabulate data for the 2020 Census, the American Community Survey, and the Economic Census.
- Statistical boundaries let us give you the small-area statistics and spatial data you need. provide relevant, useful data about population, income, and housing for small-area geographic analyses.

What is a statistical boundary?

A *statistical boundary* breaks down large geographical areas into smaller, local areas. These small-area boundaries let you compare poverty, health, education, and many other topics across local areas.

PSAP & LUCA

Participating Organizations

- Bear River Association of Governments
- Five County Association of Governments
- Mountainland Association of Governments
- Six County Association of Governments
- Wasatch Front Regional Council

Standard statistical geographies include:

Two types: Standard & Tribal

- Census tracts
- Census block groups
- Census designated places (CDPs)
- Census county divisions (CCDs)

Want to learn more?

Google search now in your phone for:

1. ROAM census
2. Click on Response Outreach Area Mapper
3. Scroll down and open in a separate window

Be ready:

I will show you ROAM - slide 13-

Decennial Census Overview

- Why Do We Take the Census?
 - U.S. Constitution, Article 1, Section 2 mandates an apportionment of representatives among the states for the House of Representatives every 10 years
 - By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within 9 months of Census Day (on or before December 31, 2020)

How many seats?

Answer: 435

Decennial Census Overview

- Background

- Some examples include:

- Distribution of more than \$675 billion annually in federal funds
 - Redistricting of state legislative districts
 - Forecasting of future transportation needs
 - Determining areas eligible for housing assistance and rehabilitation loans
 - Assisting tribal, federal, state and local governments in planning, and implementing programs and services in:
 - Education
 - Healthcare
 - Transportation
 - Social Services
 - Emergency response
 - Designing facilities for people with disabilities, the elderly and children

Look for your “Counting For Dollars’ Flyer
Answer: \$1086.00

Decennial Census Overview

2020 Census vs 2010 Census

- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the 1st time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

Decennial Census Overview

- The Census is Confidential and Required by Law
 1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
 2. We will never share a respondents personal information with other government agencies
 3. Results from the census are reported in statistical format only
 4. Records are confidential for 72 years by law (Title 44, U.S. Code)
 5. All Census Bureau employees swear a lifetime oath to protect respondent information.
 6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

Decennial Census Overview

- The 2020 Census Phases
 - Education Phase – 2018-2019
 - Awareness Phase – April 2019
 - Motivation Phase – March to May 2020
 - Reminder Phase – May to July 2020
 - Thank You Phase – Starts July 2020
- Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

Complete Count Committees

- **SCCC/CCC Structure**
 - Government SCCC/CCCs should include members with experience. Below are suggested areas:
 - Business
 - Community organizations
 - Education
 - Faith-based community
 - Government
 - Media
 - Workforce development

Education Phase

- Relevant Elements
 - Period from April 2017 - December 2019,
 - LUCA (Local Update of Census Addresses)
 - Educating State and Local Government Officials
 - Road to 2020
 - Lt. Governor Spencer J. Cox Meeting
 - SCCC formation meeting
 - SCCC
 - ACO Mayor Briefings
 - Forming Government CCC's

11 Mayor's visited: Ogden, SLC, West Valley, Sandy, Millcreek, Lehi, Eagle Mountain and St. George.

7 CCC's committed : SLC Provo Orem Ogden

3 CCC's trained: SLC West Valley and Ogden

Awareness Phase

- Relevant Elements

- Period from January 2019 - December 2019

- Supporting Government CCC's

Upcoming Trainings in Lehi, Millcreek & Provo

- Creating and Strengthening Partners

Business, Education, Faith Based, Government & Non-Profit,

- Opening EACO and ACO offices (2 in Utah)

- Forming Community CCC

Refugees, Tribal, Renters & Religious

What is an ACO?

Area Census Office

Early ACO is in Montana

1. Salt Lake City
2. Orem

Motivation & Reminder Phase

- Relevant Elements
 - Period from March 2020 - July 2020,
 - **March 23rd 2020**
 - **April 1st 2020**
 - Integrated Communications Campaign
 - Strong Promotion in Public events and Festivals
 - NRFU (Non-Response Follow Up)

Recruiting

- Part-time and flexible schedule
- Work from home and with your neighborhoods

Responsibilities

- Promotes Census jobs in assigned areas and in local communities.
- Assists with locating space with access to computers to assist applicants with online application/assessment
- Locates space to hold operational training sessions
- Travel Required (mileage reimbursed)

To apply:

<https://2020census.gov/jobs>

ROAM Live-Demo

2020 Census Integrated Communications Campaign

- **Key dates of the 2020 Census Operational Timeline:**
- Early Area Census Offices (ACO) opens ----- January 2019
- Address Canvassing Conducted ----- August 2019
- Area Census Offices ----- July 2019
- CENSUS DAY ----- April 1, 2020
- NRFU ----- May 2020
- Census Bureau delivers appointment counts
to the President of the United States ----- December 31, 2020
- Redistricting counts are delivered to states -- March 2021

Questions?

The Future of Data Dissemination at the U.S. Census Bureau

Rob Chestnut

Center for Enterprise Dissemination Services and
Consumer Innovation (CEDSCI)

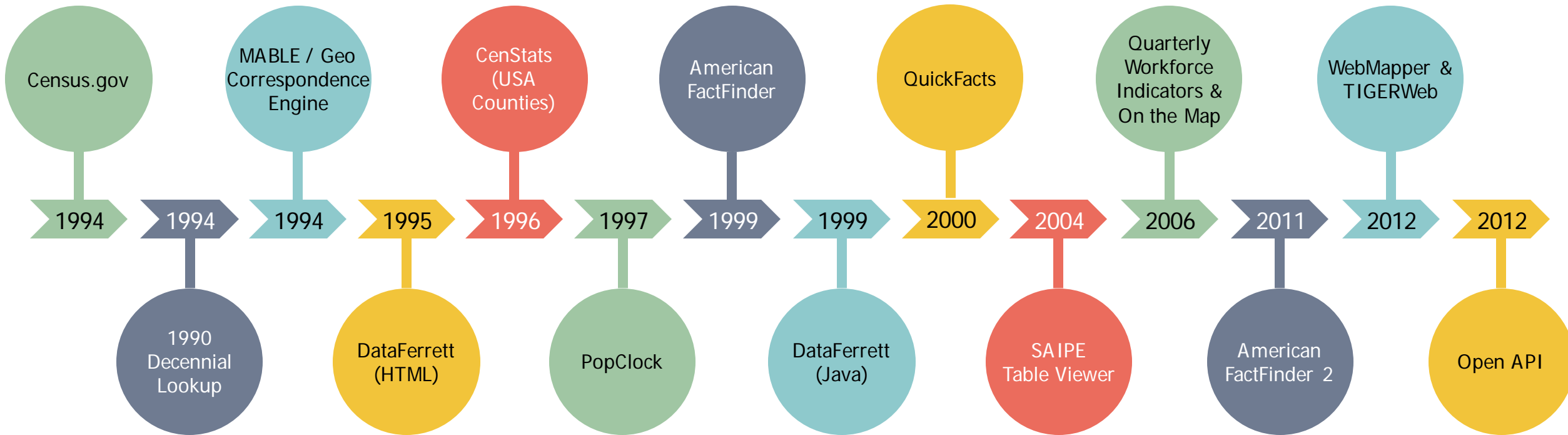
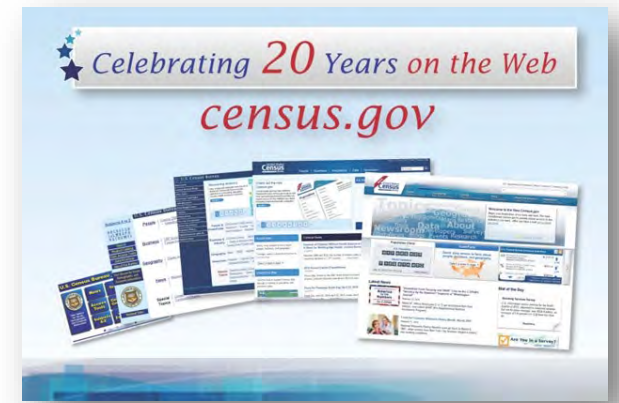
U.S. Census Bureau

Census Bureau Mission

To serve as the leading source of quality data about the nation's people and economy.



Census Bureau Online History



Census.gov Today

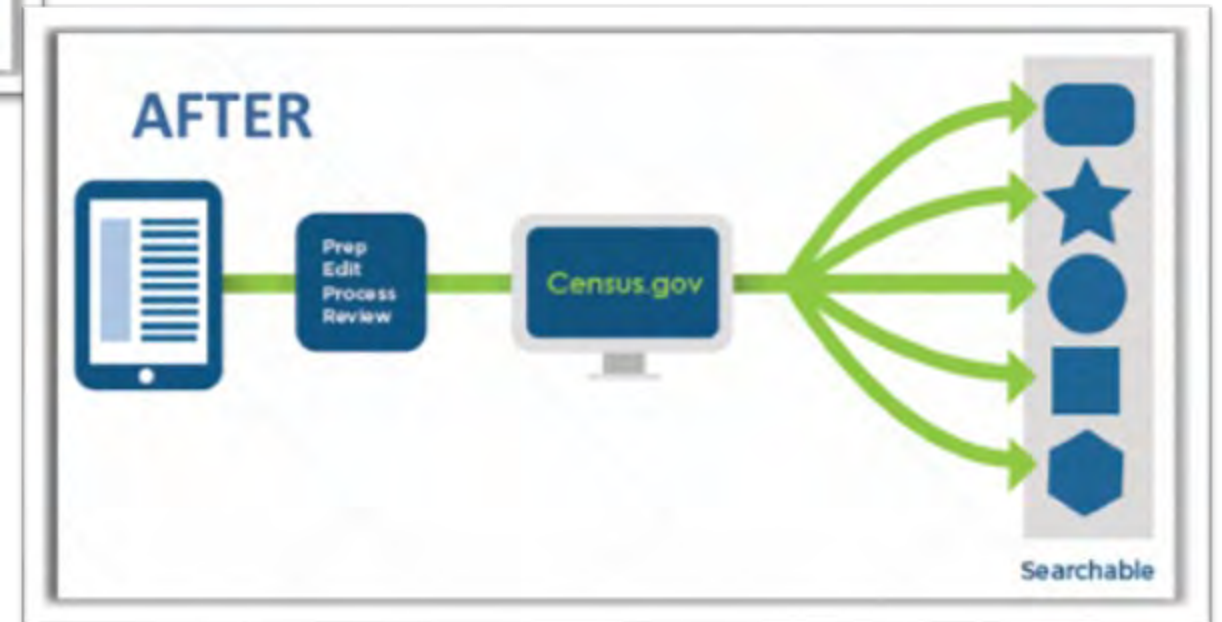
The collage features several key components of the Census Bureau's digital presence:

- Top Navigation:** United States Census Bureau logo, search bar, and menu items: Topics (Population, Economy), Geography (Maps, Products), Library (Infographics, Publications), Data (Tools, Developers), Surveys/Programs (Respond, Survey Data), Newsroom (News, Blogs), and About Us (Our Research).
- POPULATION CLOCK:** A digital display showing U.S. Population at 326,394,063 and World Population at 7,439,199,200.
- NEW U.S. and World Population Clock:** A section with a world map and statistics for various countries, including Canada and the U.S.
- QuickFacts UNITED STATES:** A page providing a snapshot of national statistics.
- My Tribal Area:** A tool for accessing data for American Indian and Alaska Native populations.
- Census Business Builder: Small Business Edition:** A dashboard for small business owners with a 'What type of business do you want to start?' section.
- The Opportunity Project:** A dark-themed page with the text 'Bringing together government and digital tools that help...' and a 'Learn More' button.
- My Congressional District:** A page for finding and viewing data for a specific congressional district.

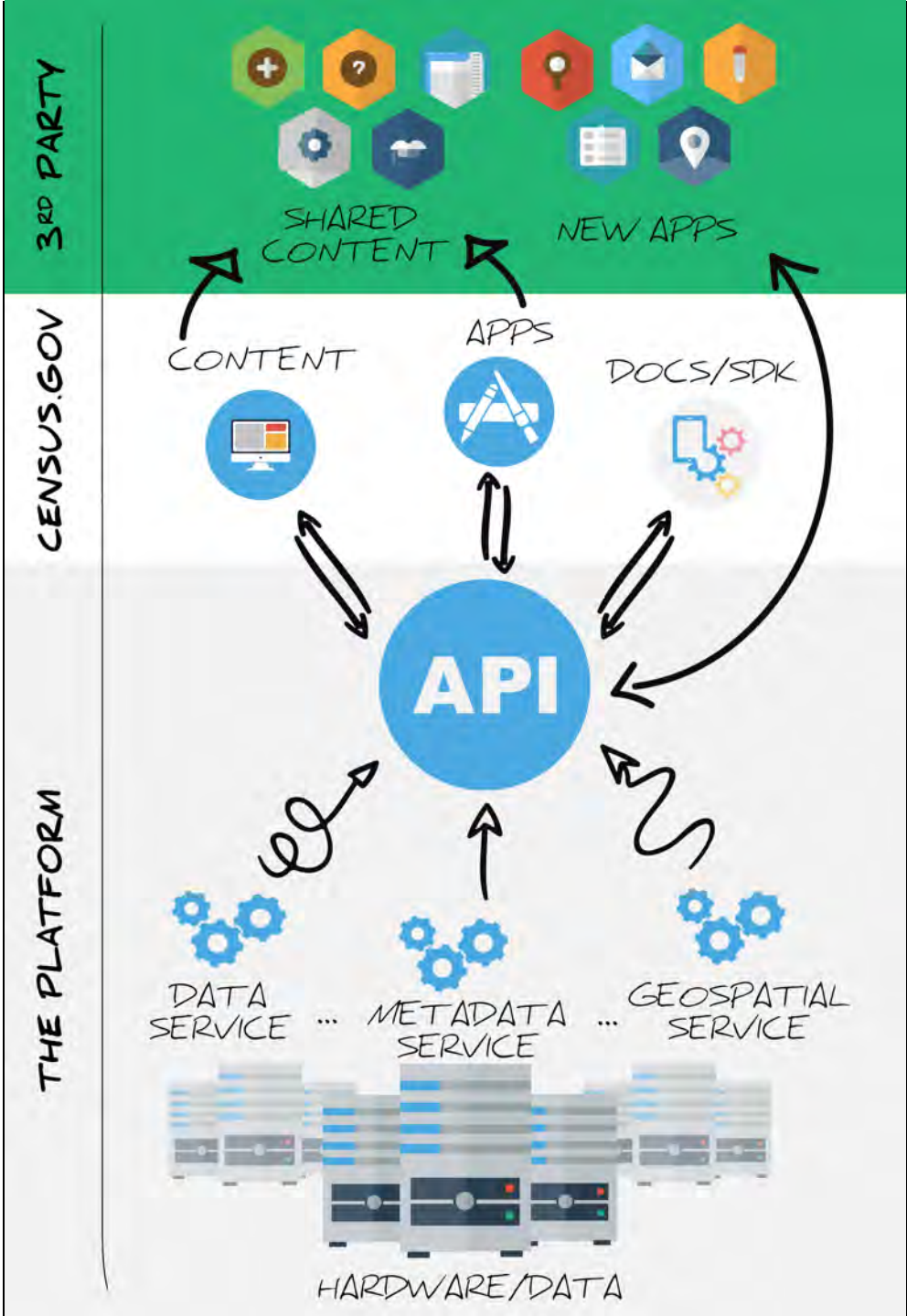
Solution: Enterprise Dissemination

- ✓ Streamline users access to data
- ✓ Maintain the best of our current tools
- ✓ Reduce redundancies and operational costs
- ✓ Provide greater access to Census Bureau API

Moving from Before to After



The New Dissemination Platform: How It All Works



Future Integration Points

The screenshot shows the United States Census Bureau website. At the top is a dark blue navigation bar with the logo on the left and a search bar on the right. Below the navigation bar are several menu items: BROWSE BY SUBJECT, EXPLORE DATA, SURVEYS & PROGRAMS, AUDIENCES, FIND A CODE, and ABOUT US. The main content area is titled 'People and Population' and includes a brief description of the bureau's role. Below this are four data cards with icons and values: U.S. Population (325,265,189), U.S. Veteran Population (20,108,332), Persons of 65 years and over (15.2%), and Population change (4.7%). A 'VIEW MORE DATA' button is located below the population change card. On the right side, there is a 'FEATURED' section with a press release titled 'Small Area Income and Poverty Estimates for Counties' dated November 30, 2017. The featured section includes a brief summary of the data and a right-pointing arrow icon.

United States
Census
Bureau




Search

BROWSE BY SUBJECT EXPLORE DATA SURVEYS & PROGRAMS AUDIENCES FIND A CODE ABOUT US

// Subjects / People and Population

People and Population

The U.S. Census Bureau is the leading source of statistical information about the nation's people. Our population statistics come from decennial censuses, which count the entire U.S. population every ten years, along with several other surveys.

| | | | |
|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
|  U.S. Population 325,265,189 |  U.S. Veteran Population 20,108,332 |  Persons of 65 years and over 15.2% |  Population change 4/1/10-7/1/16 4.7% |
|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|

[VIEW MORE DATA](#)

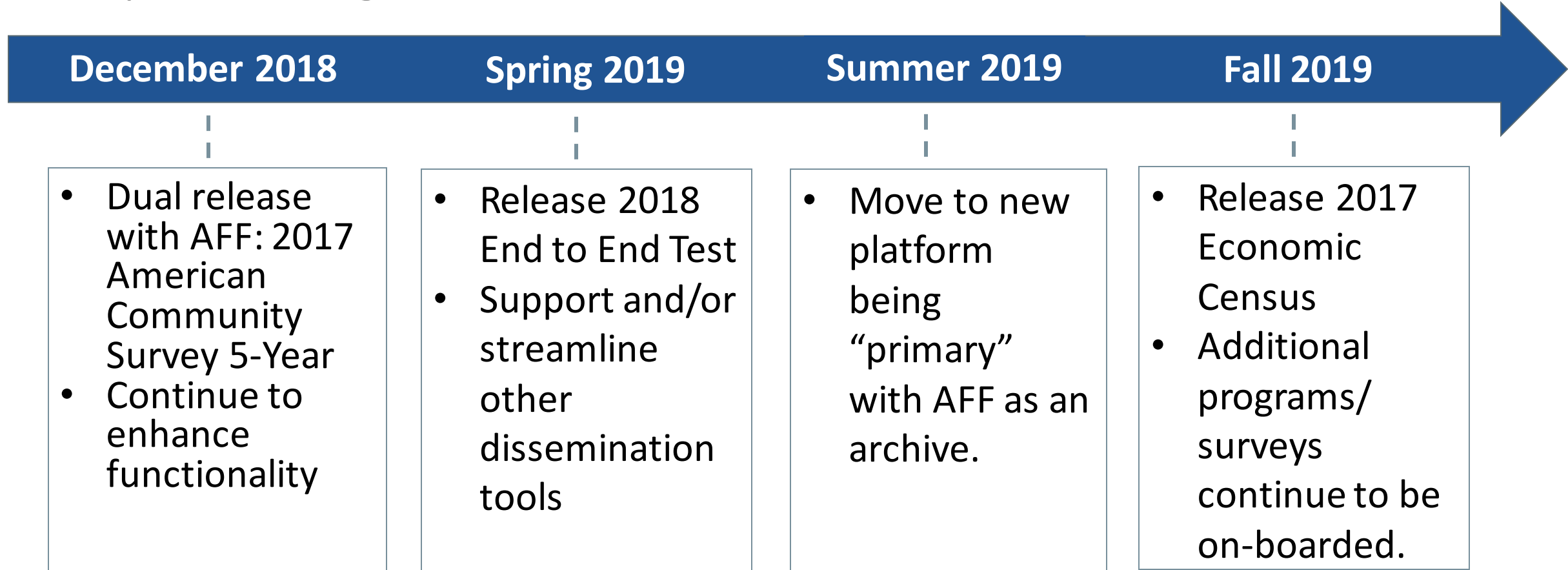
FEATURED

PRESS RELEASE | NOVEMBER 30, 2017

Small Area Income and Poverty Estimates for Counties

In 2016, the median household income for all counties ranged between \$22,045 and \$134,609, with a median county-level value of...

Upcoming Milestones



Fall 2018 Goals

| Goal | Focus |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Support basic dissemination functionality | <ul style="list-style-type: none">• Search and Relevancy• View and customize table• Add more data• Performance |
| Support Decennial 2018 End to End Test | <ul style="list-style-type: none">• SF1 with support across all geographies• Embargo• Information Access (Download/Table) |
| Continue dual dissemination with American FactFinder | Basic dissemination functionality is available for GCT, GRT, Iterative Products, Tier 1 Products, and Geo components |

Capabilities

Search & Discovery

Search

- Census.gov Integration
- Search and Relevancy
- Advanced Search
- Results Pages

Data Profiles

- Geo Profiles
- Topic Profiles
- Industry Profiles

Data Visualizations

- Display and Customize graphs and charts
- Share and Export

Developer Experience

- Pattern Library
- Query Builder
- Unified API

Information Access

Table

- Table Viewer
- Download
- Share and Export

Map

- Select geographies on a map
- Thematically map data
- Reference map
- Share and Export

User Login

- Internal Login
- Embargo Process/Login

API

- Geo Access
- Data Access

Our Development Depends on **YOUR** Feedback



Explore Census Data

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

Poverty

Income and Poverty

Official Poverty Measure

S1701: POVERTY STATUS IN THE PAST 12 MONTHS

B17020: POVERTY STATUS IN THE PAST 12 MONTHS BY AGE

[Advanced Search](#)



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



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Questions/Feedback?

General feedback, please email: cedsci.feedback@census.gov

Specific questions? Please feel free to contact me!

Rob Chestnut

Center for Enterprise Dissemination

CEDSCI, U.S. Census Bureau

robert.d.chestnut@census.gov


301-763-3786

Thank you!



LUCA Effort in Utah

Keaton Walker
Utah AGRC
November 2018



LUCA Preparation

- LUCA training for local governments
 - Hosted by the AGRC
 - Training provide by Census Bureau
 - Partnership with Governor's Office of Management and Budget
 - Attended by 32 local entities
- LUCA info and outreach
 - Utah LUCA hotline (me)
 - Webpages and newsletter updates
- Data products
 - Census Address Count Block File with Utah address points added
 - Located other Utah addresses datasets

Data, Data, Data

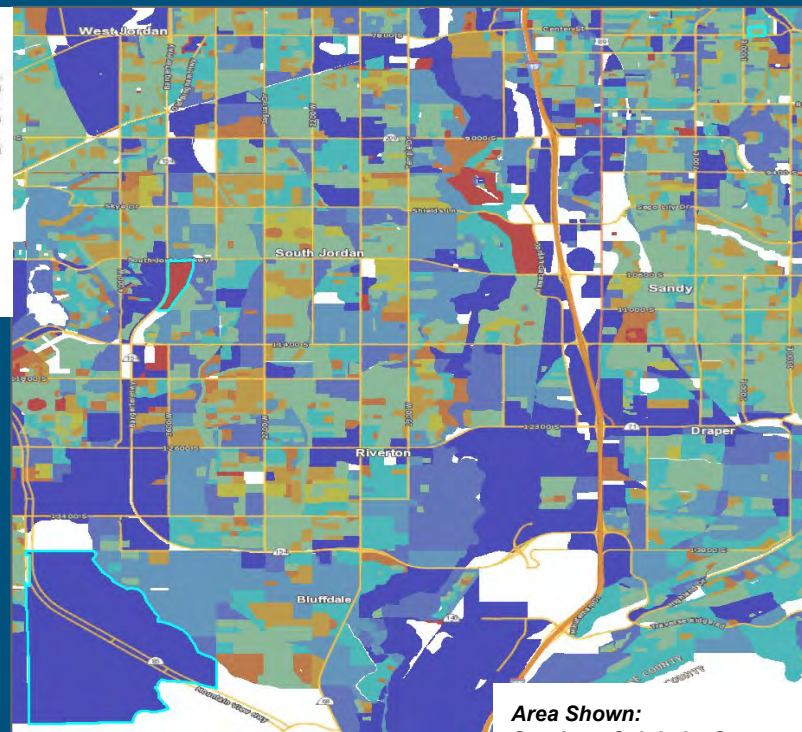
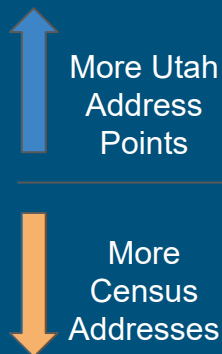
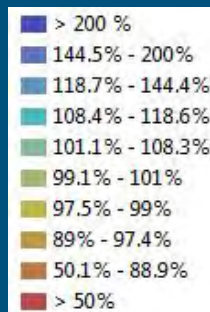
Utah addresses were located and aggregated by block.

Files were provided to local entities

Addresses from many sources:

- Driver License
- Voting
- Utah address points

Utah Address Count Compared to Census

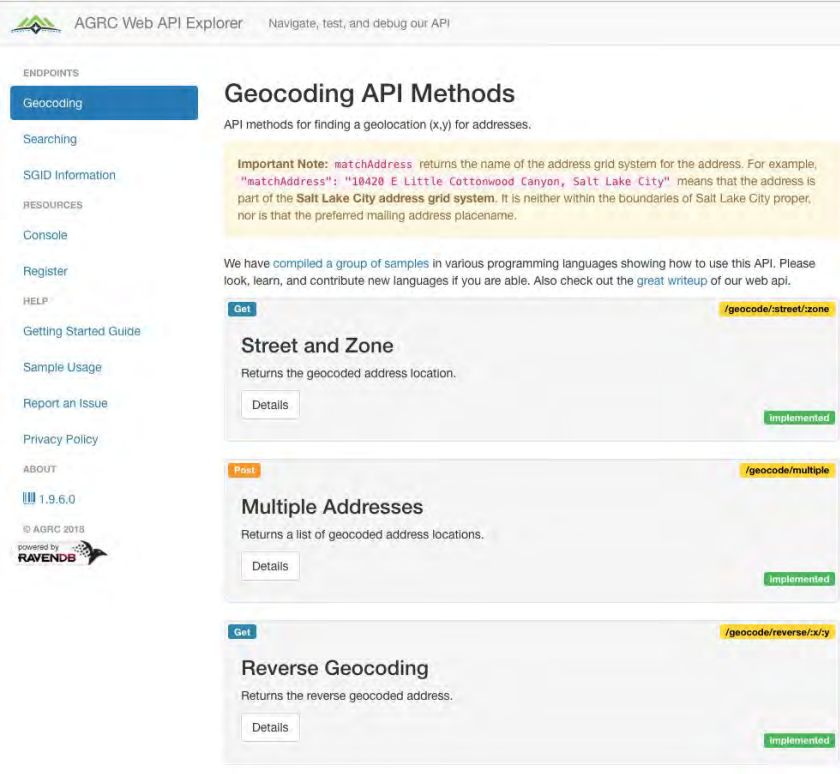


AGRC Web API

AGRC hosts a [web API](#) that exposes geocoding endpoints

Free and publicly accessible

Backed by Utah address point and roads data



The screenshot displays the AGRC Web API Explorer interface. At the top, it says "AGRC Web API Explorer" and "Navigate, test, and debug our API". A sidebar on the left lists various sections: ENDPOINTS (with "Geocoding" selected), Searching, SIGID Information, RESOURCES, Console, Register, HELP, Getting Started Guide, Sample Usage, Report an Issue, Privacy Policy, and ABOUT (with version 1.9.6.0 and copyright 2018, and a logo for RAVENDB). The main content area is titled "Geocoding API Methods" and describes "API methods for finding a geolocation (x,y) for addresses." It includes an "Important Note" about the `matchAddress` property. Below this, there are three method cards: "Street and Zone" (GET, `/geocode/street/zone`), "Multiple Addresses" (POST, `/geocode/multiple`), and "Reverse Geocoding" (GET, `/geocode/reverse/{x/y}`). Each card includes a description, a "Details" button, and an "implemented" status indicator.

Costs

Production API

- Entire stack on one virtual server
- $\$0.764/3 = \$0.255/\text{hr}$
- 10,000/hr rate
- 140 hrs
- **\$35**

Cloud Machine

- Production stack on dedicated machine
- $\$0.293/\text{hr}$
- 30,000/hr rate
- 47 hrs
- **\$14**

Kubernetes

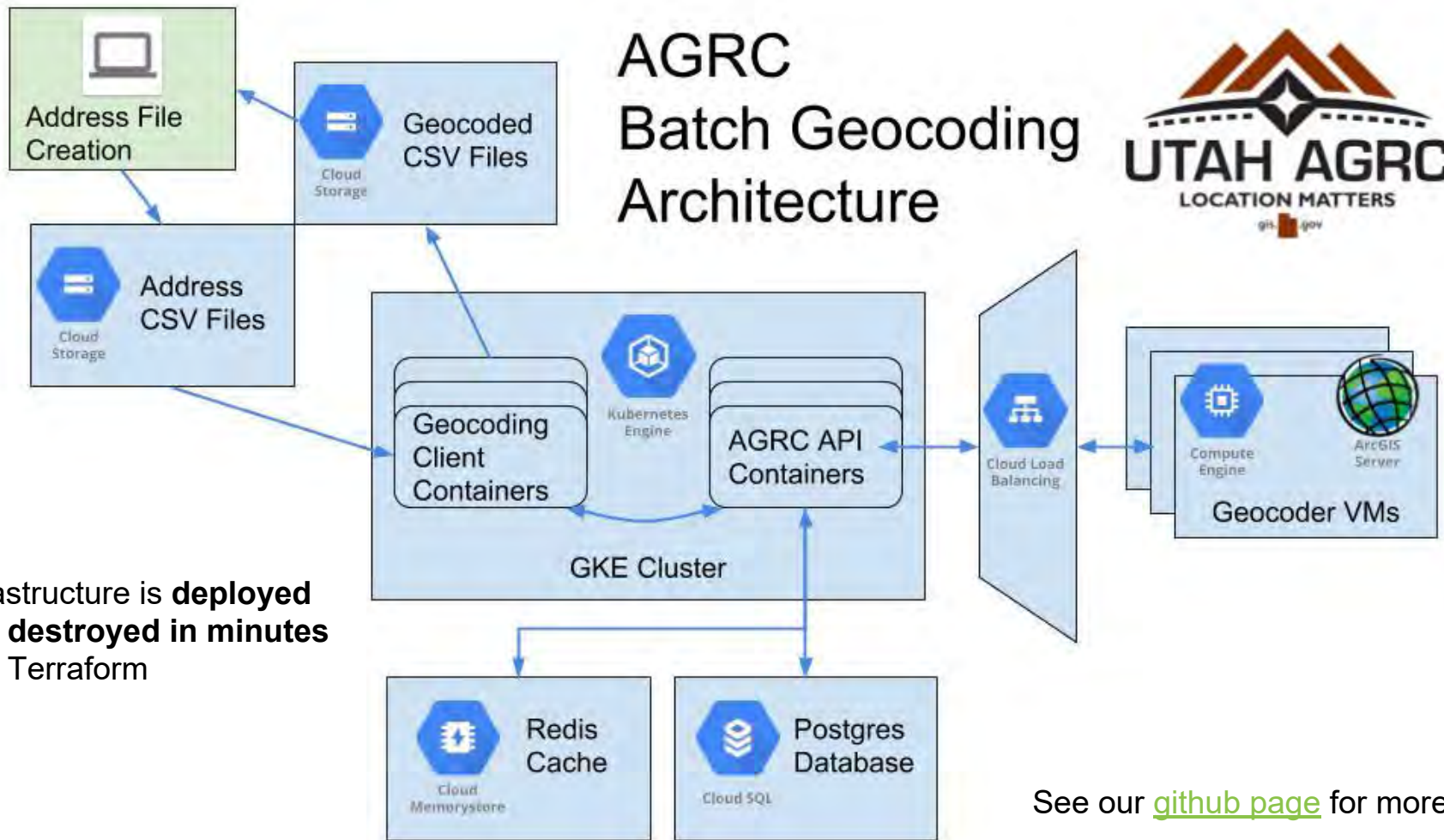
- Completely new and containerized
- $\$0.326/\text{hr}$
- 100,000/hr rate
- 14 hrs
- **\$5**

Comercial Contrast
Google Maps

| |
|-----------------------|
| 180,000/hr |
| \$4.00/1,000 geocodes |
| \$5,600 |

AGRC internal infrastructure cost of locating 1.4 million Driver License Addresses

AGRC Batch Geocoding Architecture



Infrastructure is **deployed and destroyed in minutes** with Terraform

See our [github page](#) for more info

Utah Statewide LUCA Review

AGRC conducted statewide review of LUCA data

Work prioritized to make the most of limited hours

Prioritized based on:

- Address count block file
- Spatial analysis of Census points and Utah address points
- Knowledge of local participation

Challenges

- Title 13 interrupted normal workflows
- AGRC's security plan probably made it worse
- AGRC relies heavily on intra-office collaboration



Results

- Many localities participated
- AGRC worked with local analysts on submissions
- AGRC submitted several thousand additions



Utah 2020

Complete Count Committee



What is the GOAL?

Ensure a complete and accurate count of all Utahns in 2020

The Utah Way

Collaborate

Partner

Build trust



The Complete Count Committee

Leaders – Ambassadors – Educators - Partners





The Process

- CCC sets statewide strategy
- Living document
- State-level

Key Issues

- Privacy and trust concerns
- Unfamiliarity with Census
- Discomfort with technology
- Sense of “duty”
- The citizenship question
- Who counts who?





Critical Stakeholders

- Schools and Universities
- Libraries
- State Agencies
- Media
- Faith communities
- Local governments
- Associations of Government

Communications

Criteria:

- Plain Language
- Relatable
- Politically Impartial
- Languages
- Universal Symbols
- Catchy Slogans
- Trusted Communicators





Communications

Crafting the message:

- Marketing sub-committee
 - State agency PIO, Telemundo, Penna Powers
- Multicultural Commission

Communications

Sharing the message:

- Targeted
 - Language and culturally-targeted messaging in strategic area businesses, churches, financial institutions, etc.
- Broad-based outreach
 - Billboards
 - News editorials and features
 - Utility bill inserts
 - E-mail lists and social media





Social Media

- Utah 2020 Census hashtag
- Linguistically specific hashtags in Spanish and other key languages
- Identify key social media voices and groups
- Create Sharable multimedia
- Viral Video Campaign



Timeline

Spring – Establish CCC

Fall – build statewide strategy

Early 2019 – Finalize strategy

2019 – Execute educational phase

2020 – Awareness and Motivation phase



THANK YOU!



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Subcounty Estimates Program Updates

*Natalie Young, Research Analyst
Kem C. Gardner Policy Institute, University of Utah*

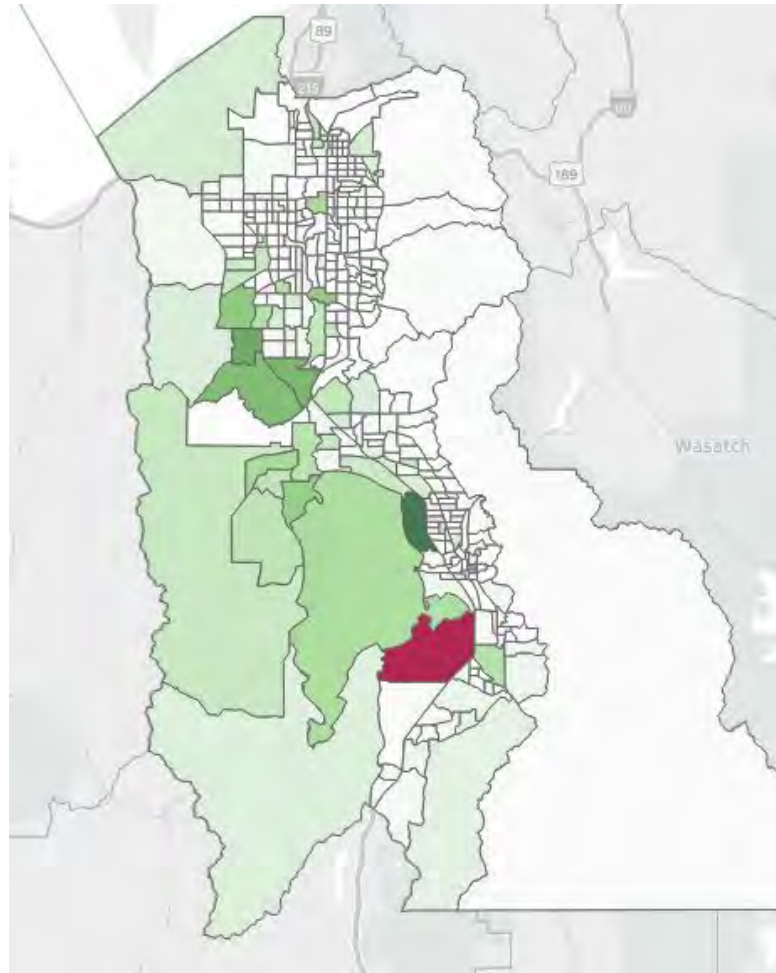
INFORMED DECISIONS™

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DAVID ECCLES SCHOOL OF BUSINESS

What are Subcounty Estimates?

- [Tract map link](#)
- [City results link](#)



Our Future: Controlling Subcounty to County Level

Salt Lake County

Sum of Tracts

County Total



County estimates - used in future projections

Census Bureau Reviews

Annually:

- Housing Unit Review
- Subcounty Population Estimates Review





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The Utah Population Committee: *Locally Produced Population Estimates* *Emily Harris, Demographic Analyst*

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Introduction

- **Demographic Analyst**
 - State and County Population Estimates
 - Assist Population Projections
 - Data Wrangling
 - Demographic Research (Migration)
- **Our Institute**
 - The Kem C. Gardner Policy Institute at the University of Utah prepares economic, demographic and public policy research that helps Utah prosper. We are Utah's demographic experts, leaders on the Utah economy, and specialists on public policy and survey research.



THE UNIVERSITY OF UTAH

**Kem C. Gardner
POLICY INSTITUTE**

Population Estimates

What is a Population Estimate?

- The calculated number of people living in an area as of a specified point in time.
- The “usual” population over the course of a year.

Who produces Population Estimates?

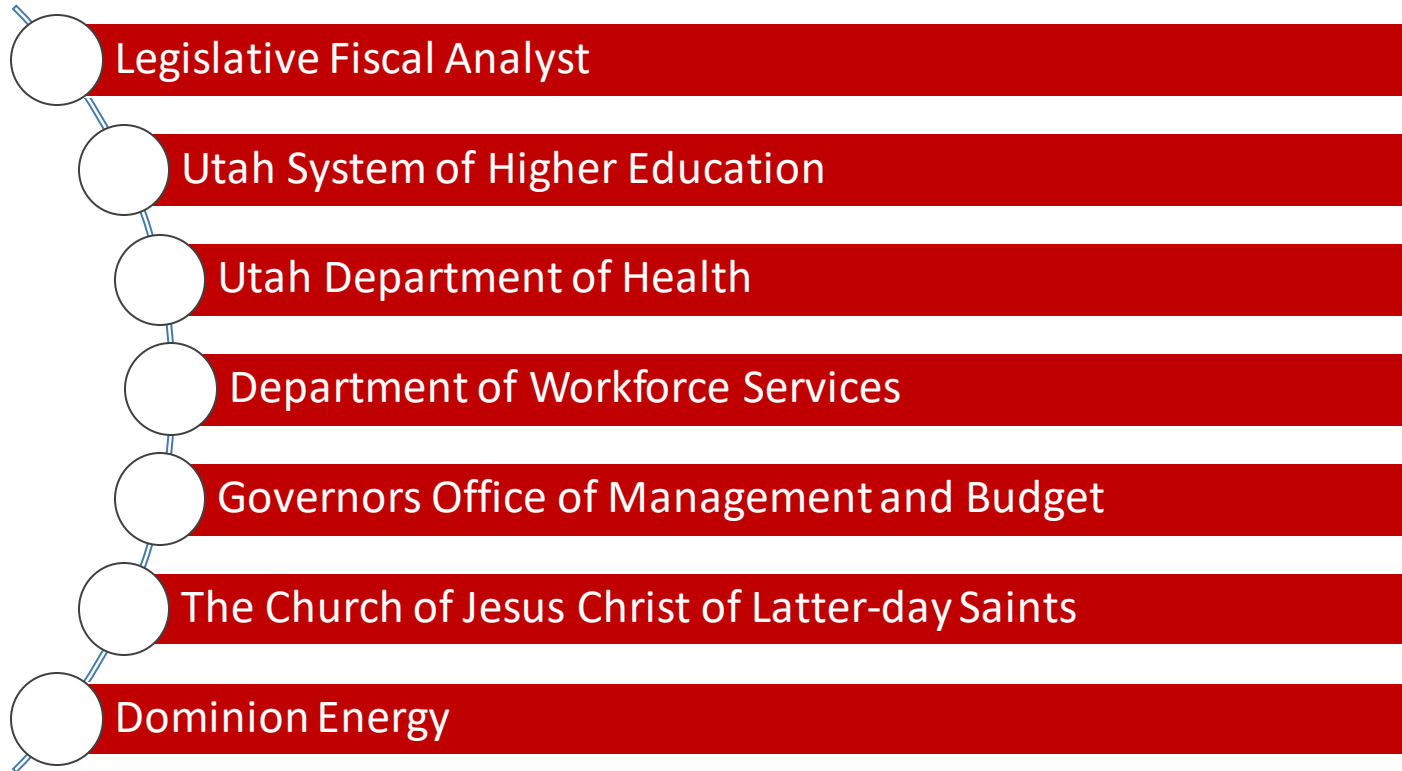
- The Census Bureau produces population estimates for all states, counties, and places in the United States.
- Many states also produce their own population estimates
 - Utah falls into this category

Why produce our own?

- Census Bureau has a one-size-fits-all approach to estimates.
 - Lacks contextual understanding of individual states and counties

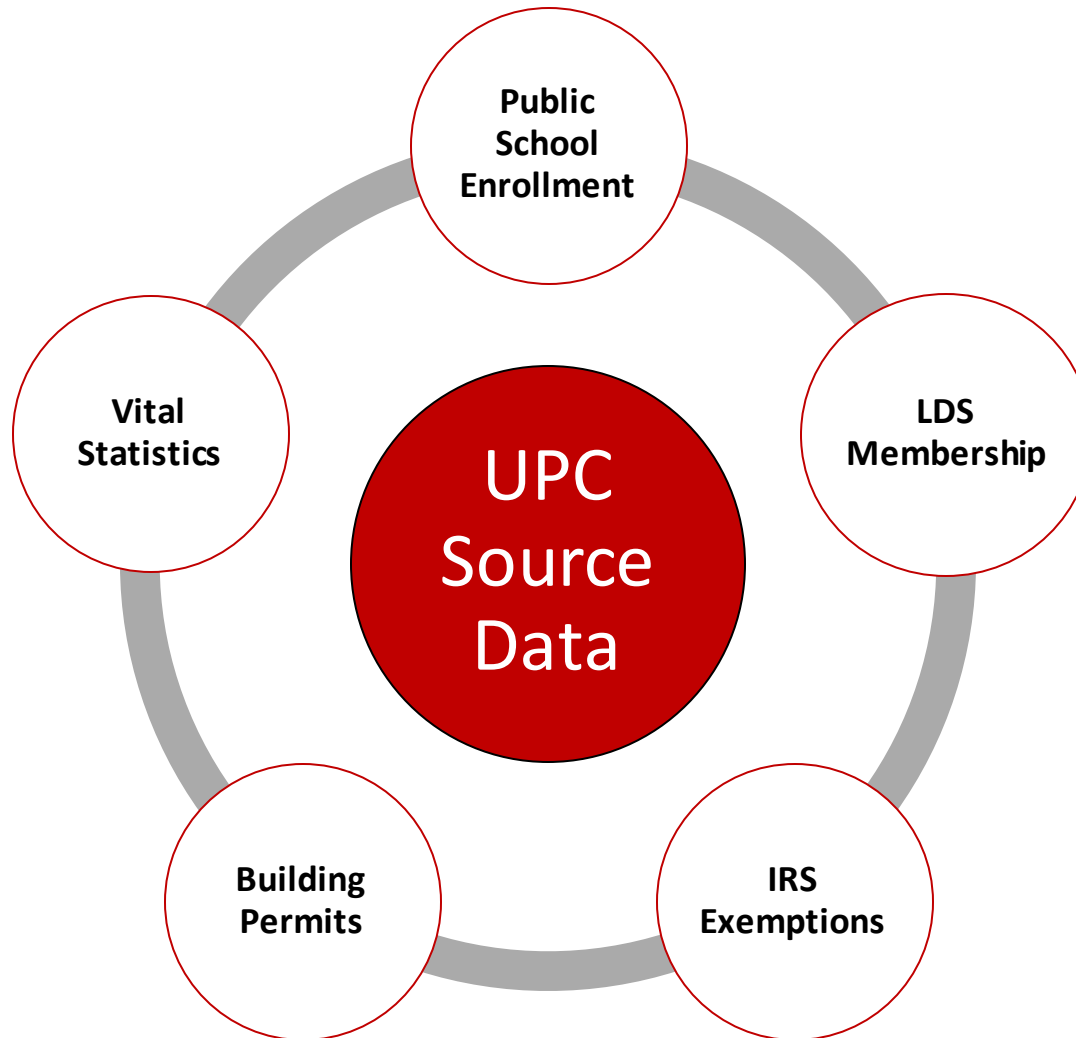
Utah Population Committee (UPC)

Committee formed from representatives of:



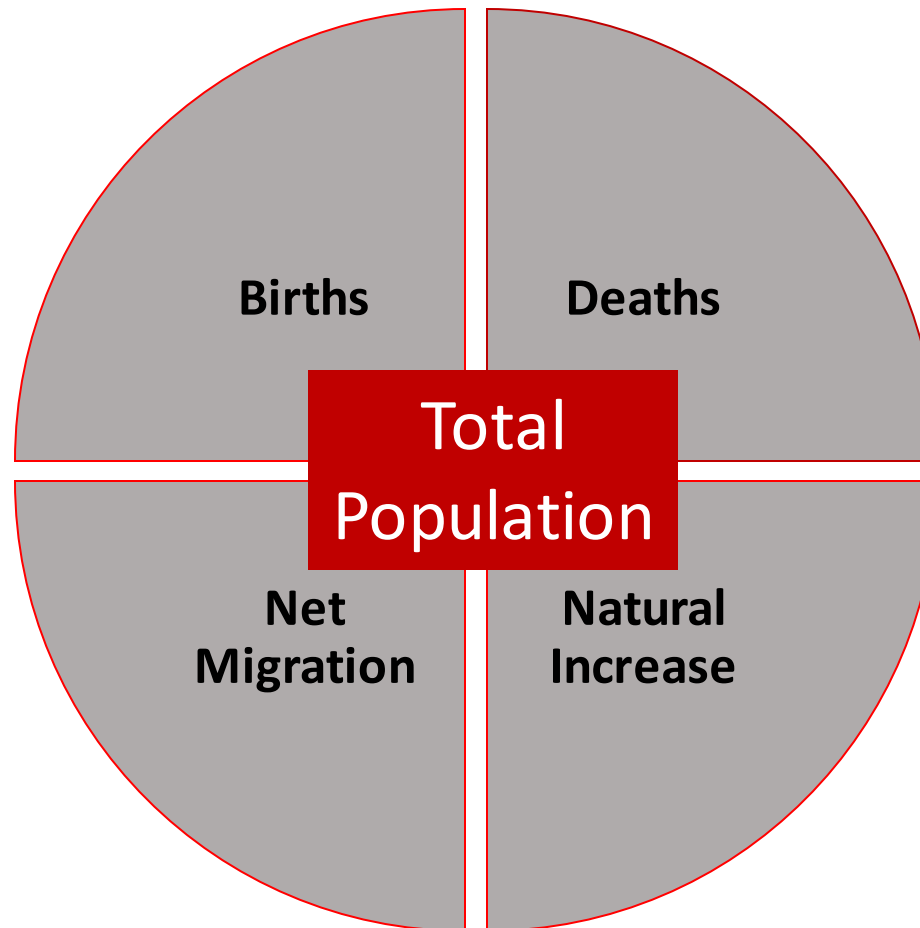
Committee produces and votes on estimates each year

Utah Population Committee (UPC) Estimates: Input Data



Utah Population Committee (UPC) Estimates: Output Data

Annual output data for every county in Utah:



Where can you find the UPC Estimates?



The image shows a screenshot of the website for the Kem C. Gardner Policy Institute at The University of Utah. The header includes the logo and navigation links: Economics and Public Policy, Demographics, Survey Research, Community Engagement, and About. A dropdown menu is open under 'Demographics', listing 'Demographic Research', 'Census Resources', 'Population Estimates', 'Population Projections', and 'User Data'. The 'User Data' link is circled in red. Below the navigation is a large banner for 'Informed Decisions 2018' with the text 'Expert analysis on important issues this election season' and a 'LEARN MORE' button.

<https://gardner.utah.edu>

Where can you find the UPC Estimates?

Gardner Institute Resources:

Population Projections:

- [2015-2065 State and County Projections \(Excel Download\)](#)
- [State and County Population Projections County Detail Document: 2015-2065](#)
- [State and County Population Projections Powerpoint:2015-2065](#)
- [Link to Tableau dashboard for projections data](#)

Population Estimates, State and County:

- [State and County Population Estimates with Components of Change: 2010-2017 \(Excel Download\)](#)
- [Population Estimates Methodology](#)
- [Link to Tableau dashboard for state and county estimates](#)
- [Projections and Estimates Archive](#)

Population Estimates, Subcounty:

- [Subcounty Estimates Data \(Excel Format\)](#)
- [Link to Tableau dashboard](#)

Census Bureau Resources:

- [Utah quickfacts](#)
- [American FactFinder](#)
- [My Congressional District](#)
- [My Tribal Area](#)
- [Interactive Census Maps](#)
- [Census Business Builder](#)

Census Bureau Estimates, Nation and State

- [Estimates of the Components of Population Change: 2010-2017](#)
- [Estimates of Population by Sex, Age, Race, and Hispanic Origin: 2010-2017](#)
- [Total Population: 2010-2017](#)
- [Race and Ethnicity: 2010-2017](#)
- [Utah by Age Groups and Sex: 2010-2017](#)

Census Bureau Estimates, County

- [Total Population: 2010-2017](#)
- [Race and Ethnicity: 2010-2017](#)
- [Age Groups and Sex: 2010-2017](#)

Data

Methods

Interactive

Visuals

Thank you!

Questions?

Office Phone: 801-581-5389

Email: emily.r.harris@utah.edu

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Thomas S. Monson Center | 411 E. South Temple Street
Salt Lake City, UT 84111 | 801-585-5618 | gardner.utah.edu

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Accessing Utah Demographic and Economic Projections

Mike Hollingshaus, Demographer
2018-11-05

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2017 State and County Demographic and Economic Projections

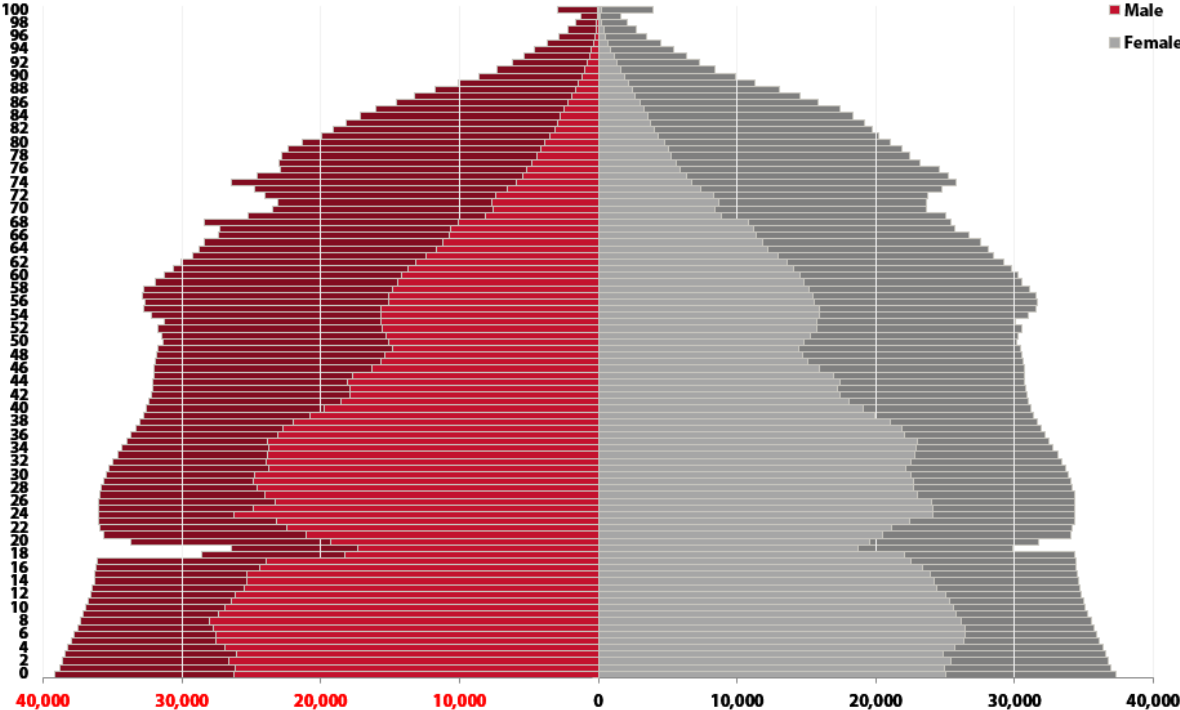
Research Brief
July 2017



Utah's Long-Term Demographic and Economic Projections Summary

Principal Researchers: Pamela S. Perlich, Mike Hollingshaus, Emily R. Harris, Juliette Tennert & Michael T. Hogue

Utah Population Pyramid: 2015 & 2065



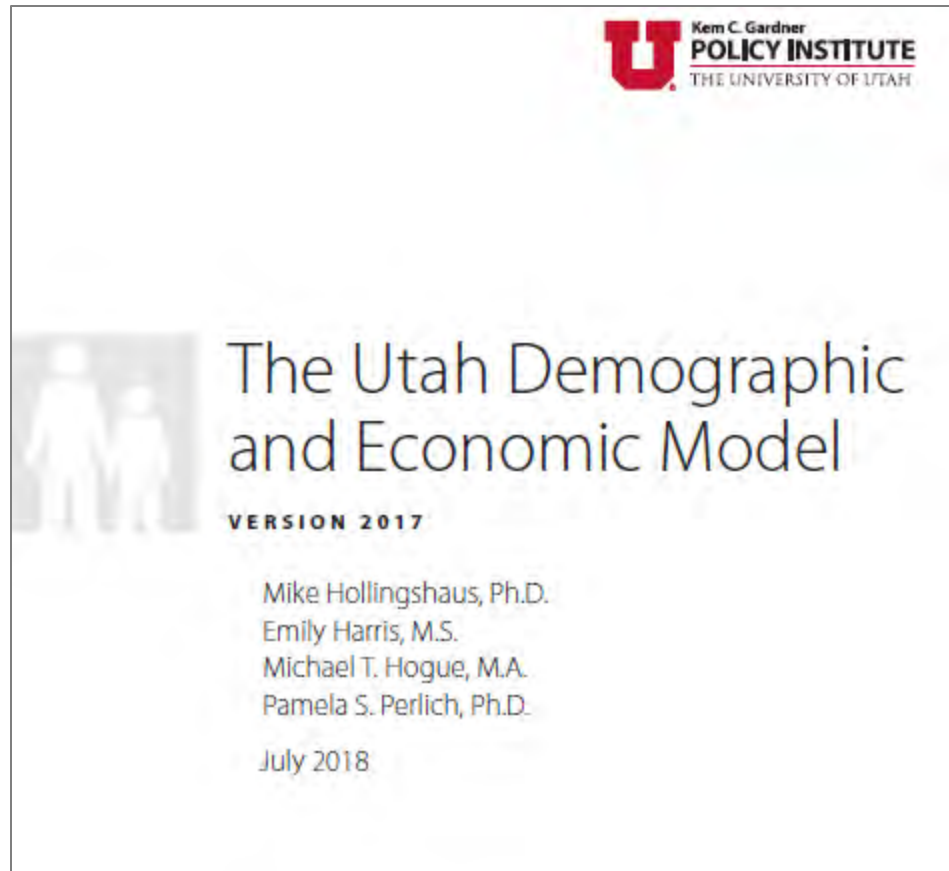
Access

Excel Workbook and Reports

<http://gardner.utah.edu/user-data/>



UDEM Model Documentation



http://gardner.utah.edu/wp-content/uploads/udem_2017_final.pdf

Community Collaborations

no one a residual
no one an outlier
no one thrown out

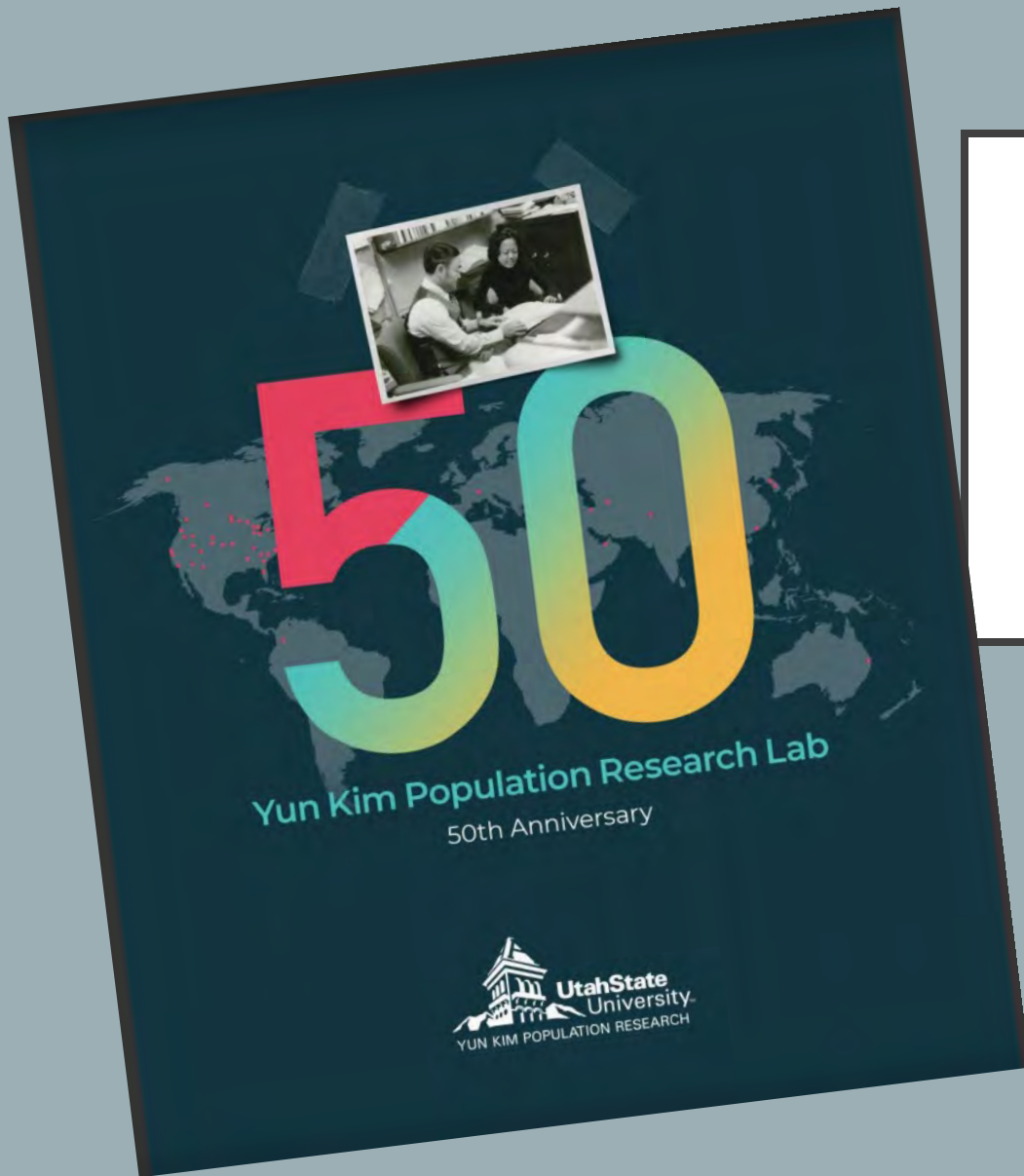
- Feedback, feedback, feedback!
- Data
- Assumptions
- Model Integration
- Model Logic
- Relationship Building

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YUN KIM POPULATION RESEARCH LAB

50th Anniversary
Celebration

October 12, 2018



FAR EAST
UNIVERSITY
PRESENTED A
BUST OF YUN KIM
TO THE LAB &
USU

SPEAKERS INCLUDED:

- The President of the Asian Population Association, **Doo-Sub Kim**
- **Luisa Engracia**, graduate of USU and long-time UN population specialist, spoke about guiding the North Koreans through the process of building their 2008 census
- **Stephen Kan**, graduate of USU, spoke about transitioning from being an academic demographer, to working for IBM for many long years
- **Wu Xu**, USU graduate, Utah department of health, talked about the importance of health informatics in her job for the State of Utah
- **Eric Jensen** from the Census Bureau and **Valerie Durrant**, spoke about what it is like to be real-world demographers. **Jensen** is the liaison between Census and the UN High Commission on Refugees; **Durrant** is the NIH program officer in charge of HIV and AIDS grants



PEOPLE CAME FROM
KENYA, SOUTH KOREA,
ECUADOR AND THE
PHILIPPINES





