

U.S. Census Bureau

The U.S. Census Bureau is “Open for Business”
Measuring America: People, Places, and Our Economy

Armando Mendoza
Partnership and Data Services
U.S. Census Bureau | Los Angeles Region

February 26, 2015

Agenda

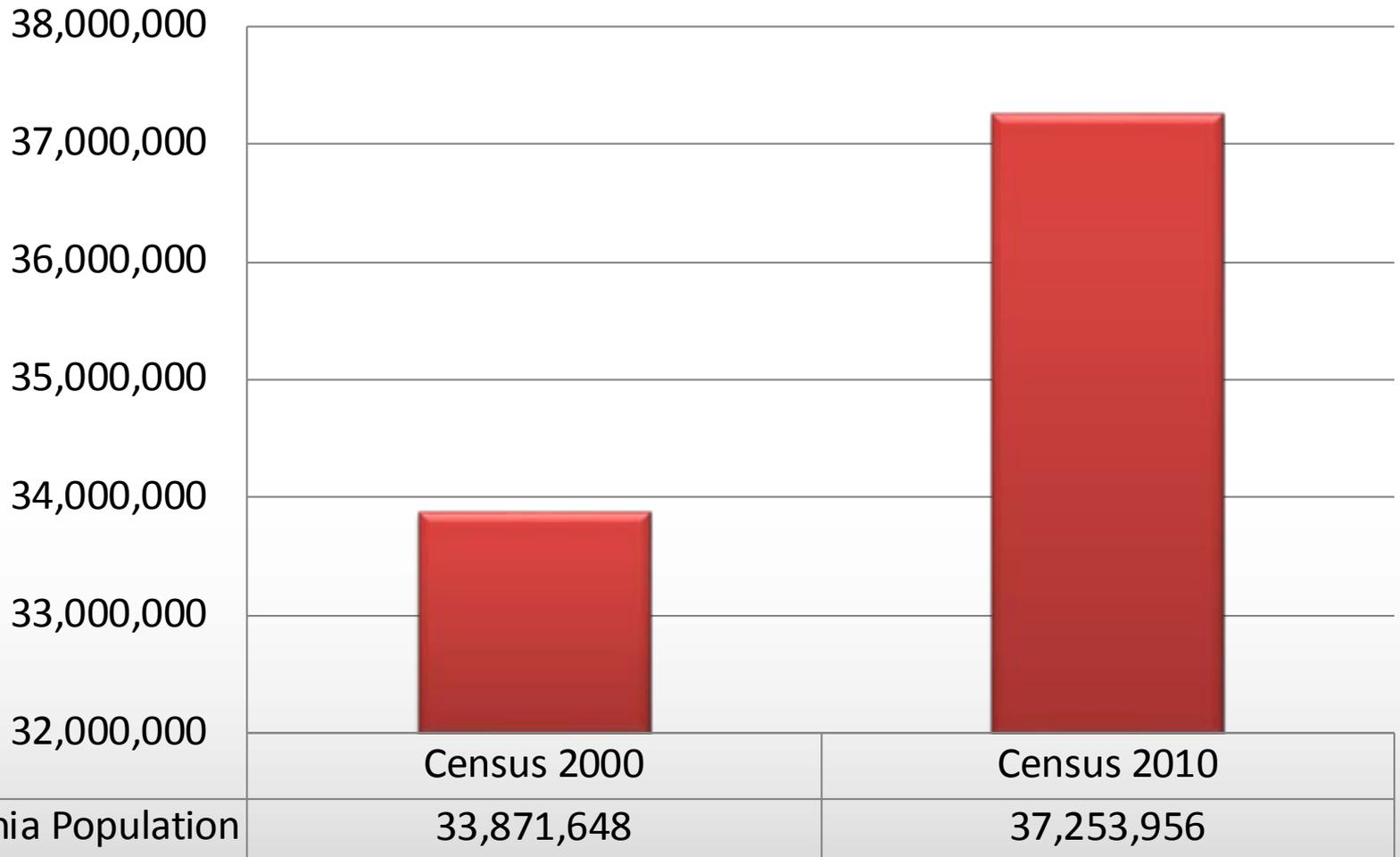
- Importance of Census Bureau Data
- Censuses, Surveys and Estimates
- Decennial Census and the American Community Survey (ACS)
- Statistics
 - Selected ACS characteristics: US, CA, SD County, SD City, and ZCTA 92127
- Accessing Census Bureau Data

Decennial Census

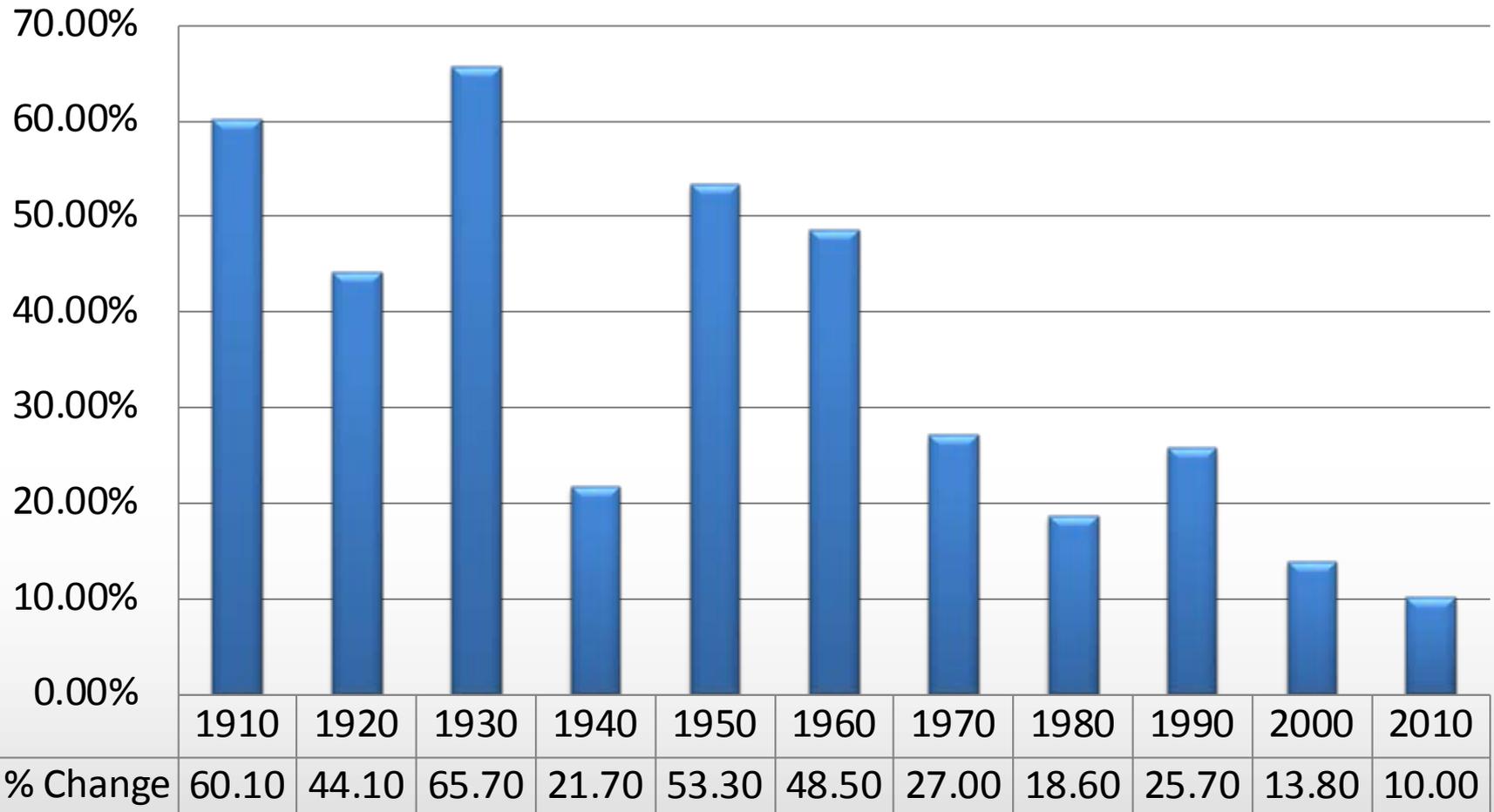
- Constitutional Mandate
 - *Article 1, Section 2*
 - 23 Censuses since 1790
- Congressional Reapportionment
- Redistricting
- Data is used to distribute federal funds



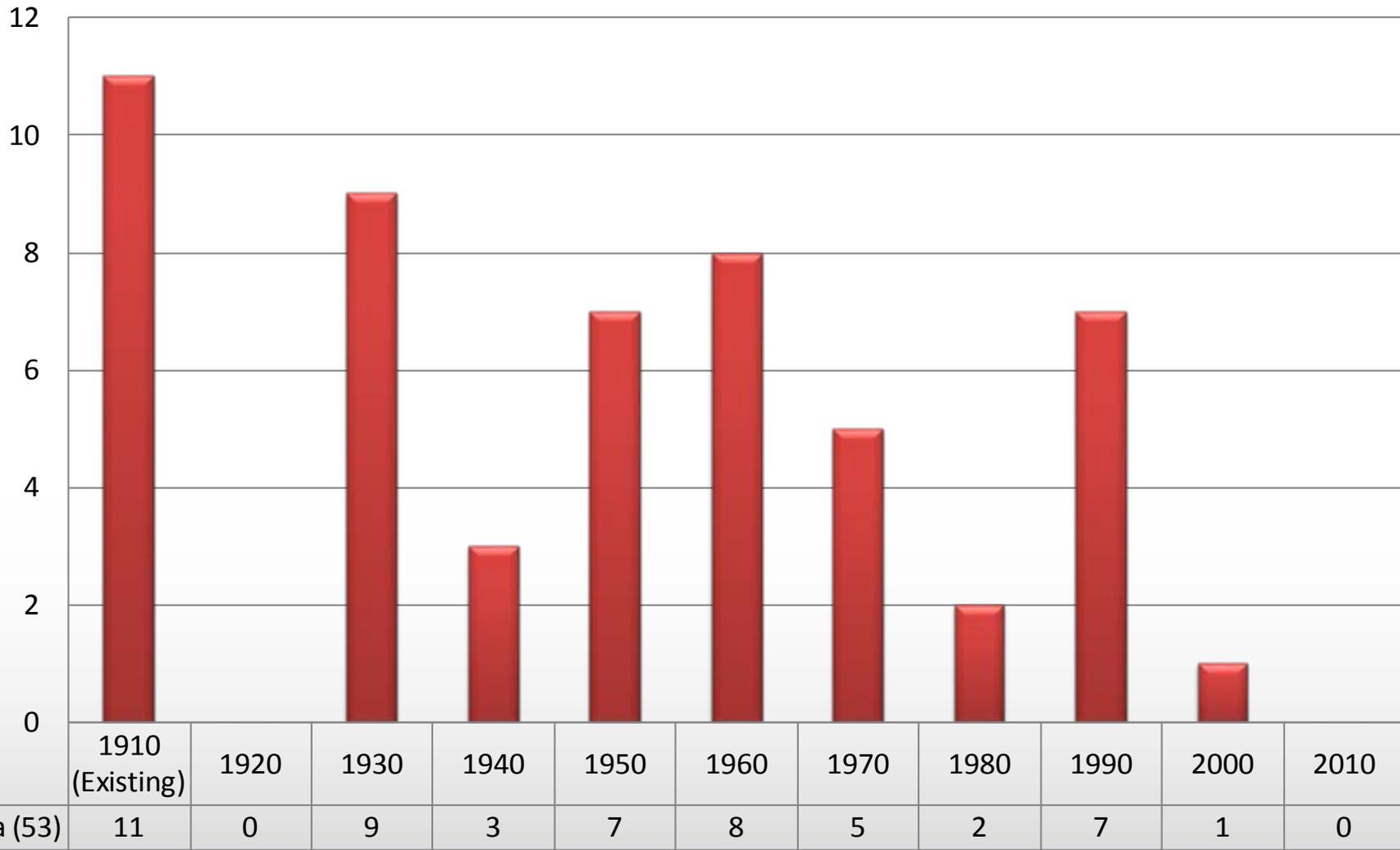
California Population Growth



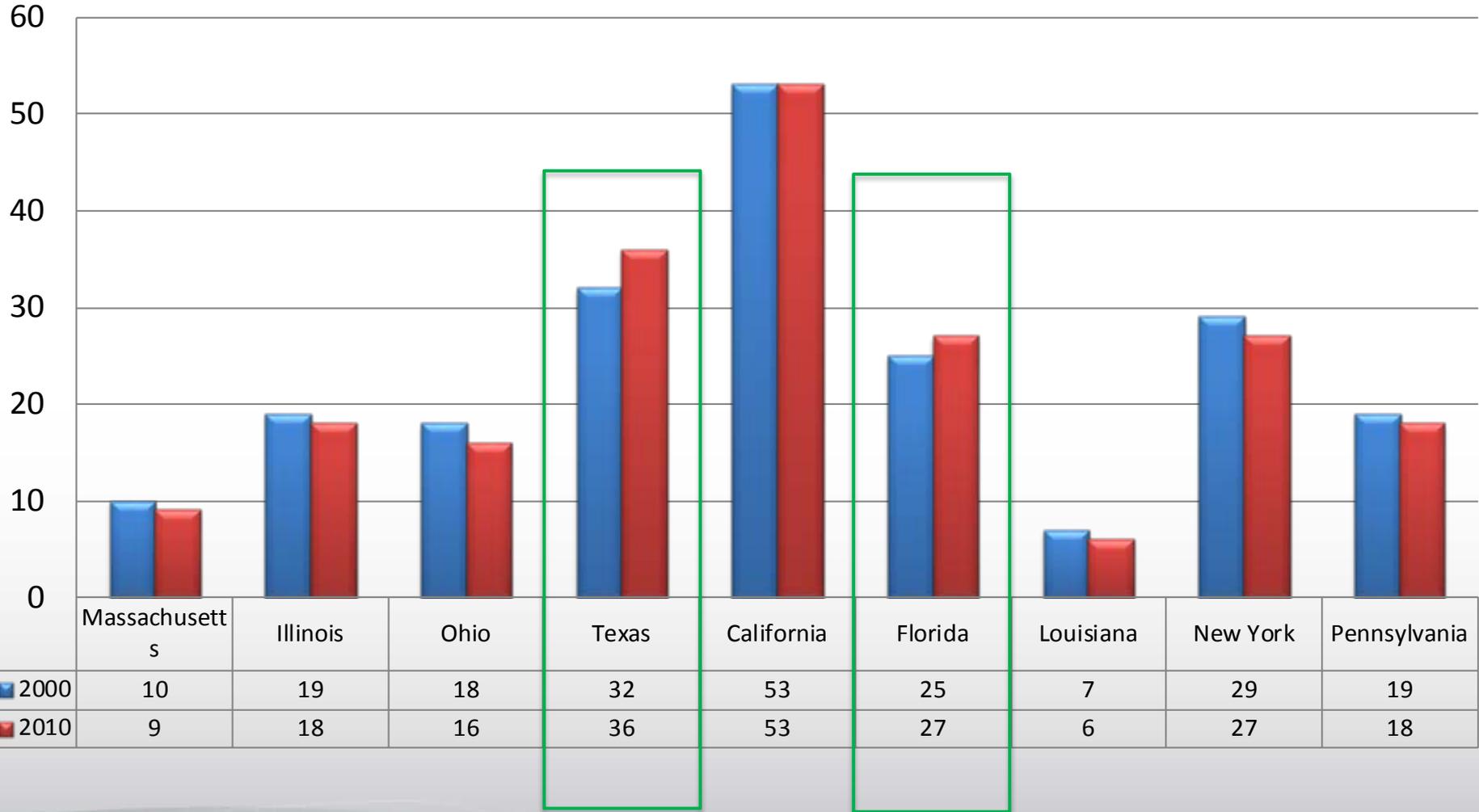
California Resident Population Percent Change



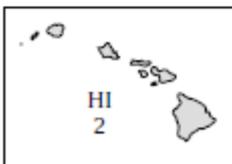
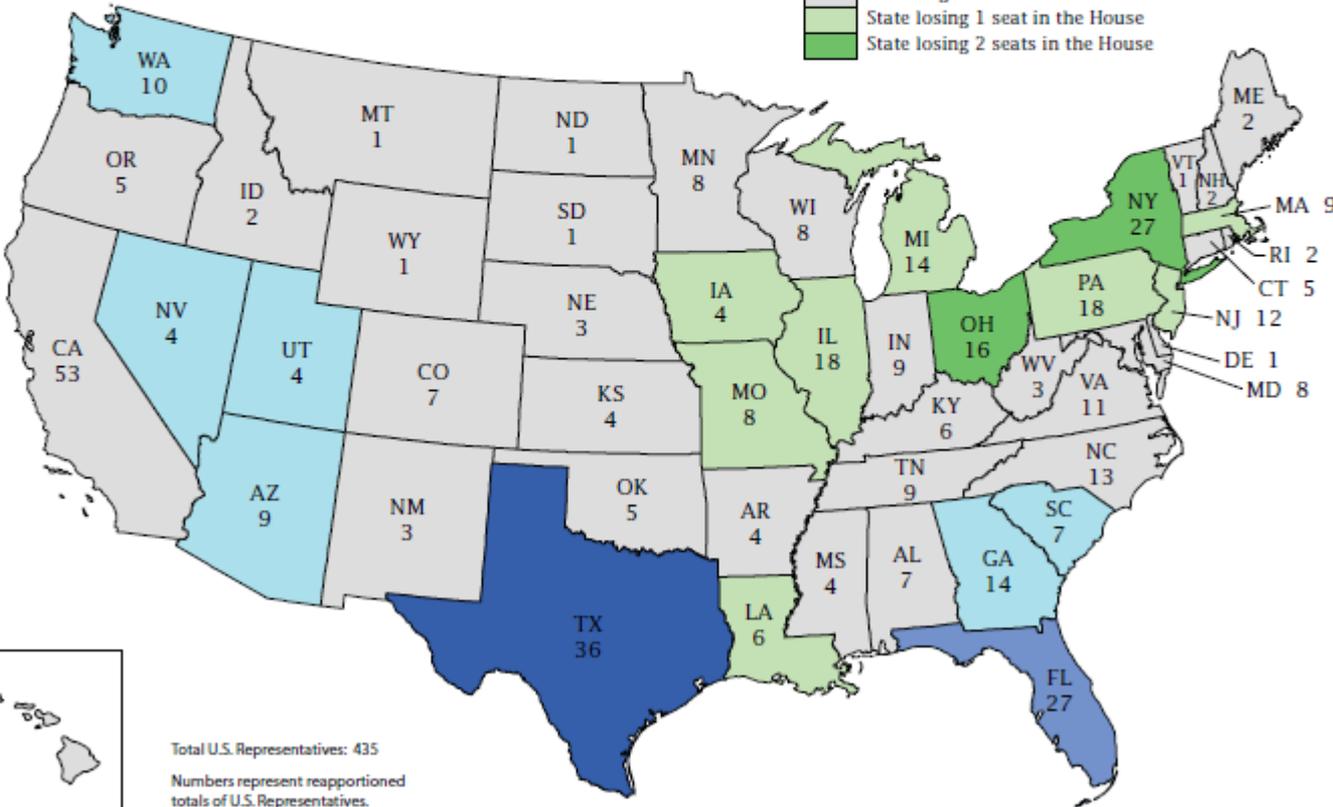
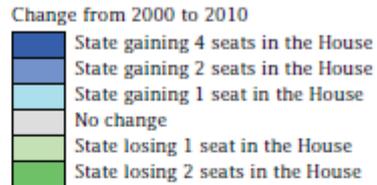
California Congressional Apportionment



Congressional Seats Apportionment



Apportionment of the U.S. House of Representatives Based on the 2010 Census



Total U.S. Representatives: 435
Numbers represent reapportioned totals of U.S. Representatives.

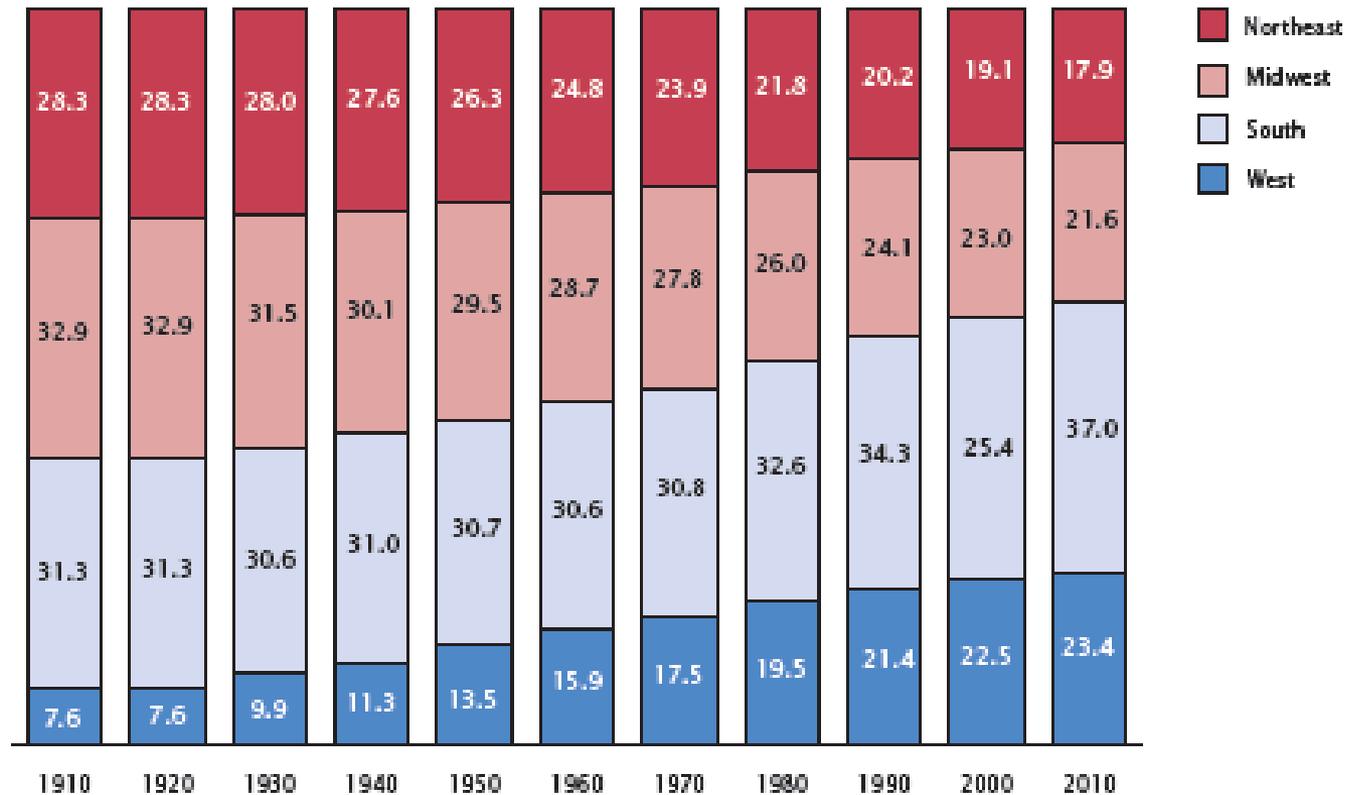
U.S. Department of Commerce

USCENSUSBUREAU
Helping You Make Informed Decisions

Figure 2.

Percentage Distribution of Seats in the U.S. House of Representatives by Region: 1910 to 2010

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/pl94-171.pdf)



Sources: U.S. Census Bureau, 2010 Census at www.census.gov/population/apportionment/; and 2000 Census of Population and Housing, Population and Housing Unit Counts, United States Summary (PHC-3-1, Part 1), Table 3.

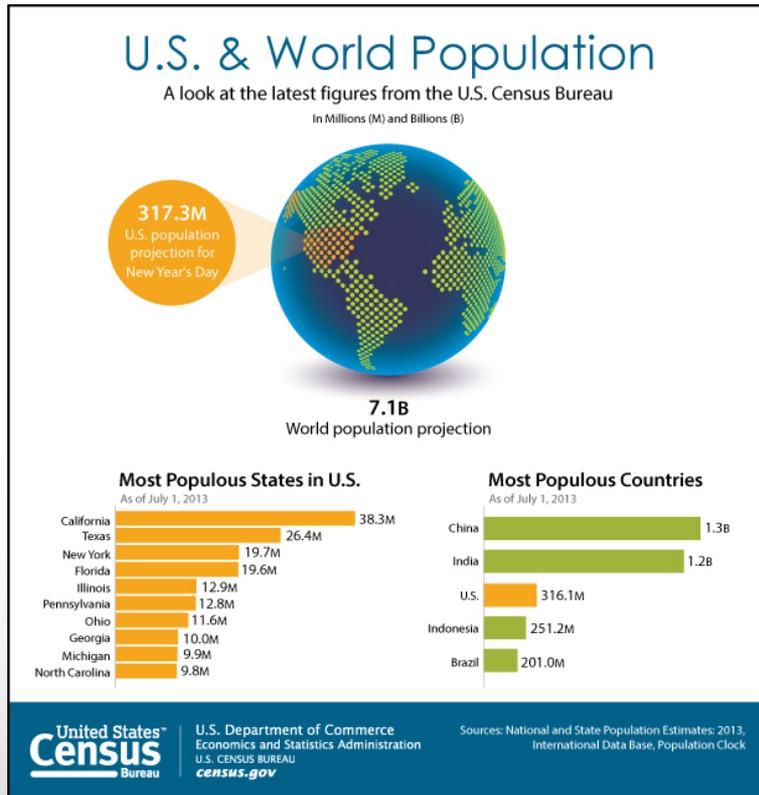
Overview

- Importance of Census Bureau Data
- **Censuses, Surveys and Estimates**
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Censuses, Surveys and Estimates

- **Current Population Survey**
 - Major component of national unemployment data
- **National Health Interview Survey**
 - Sponsored by National Health Statistics
- **National Crime and Victimization Survey**
 - For the Bureau of Justice Statistics
 - Collects more detailed data than police reports
- **Consumer Expenditure Survey**
 - Data collected contributes 80% of CPI

Population Estimates

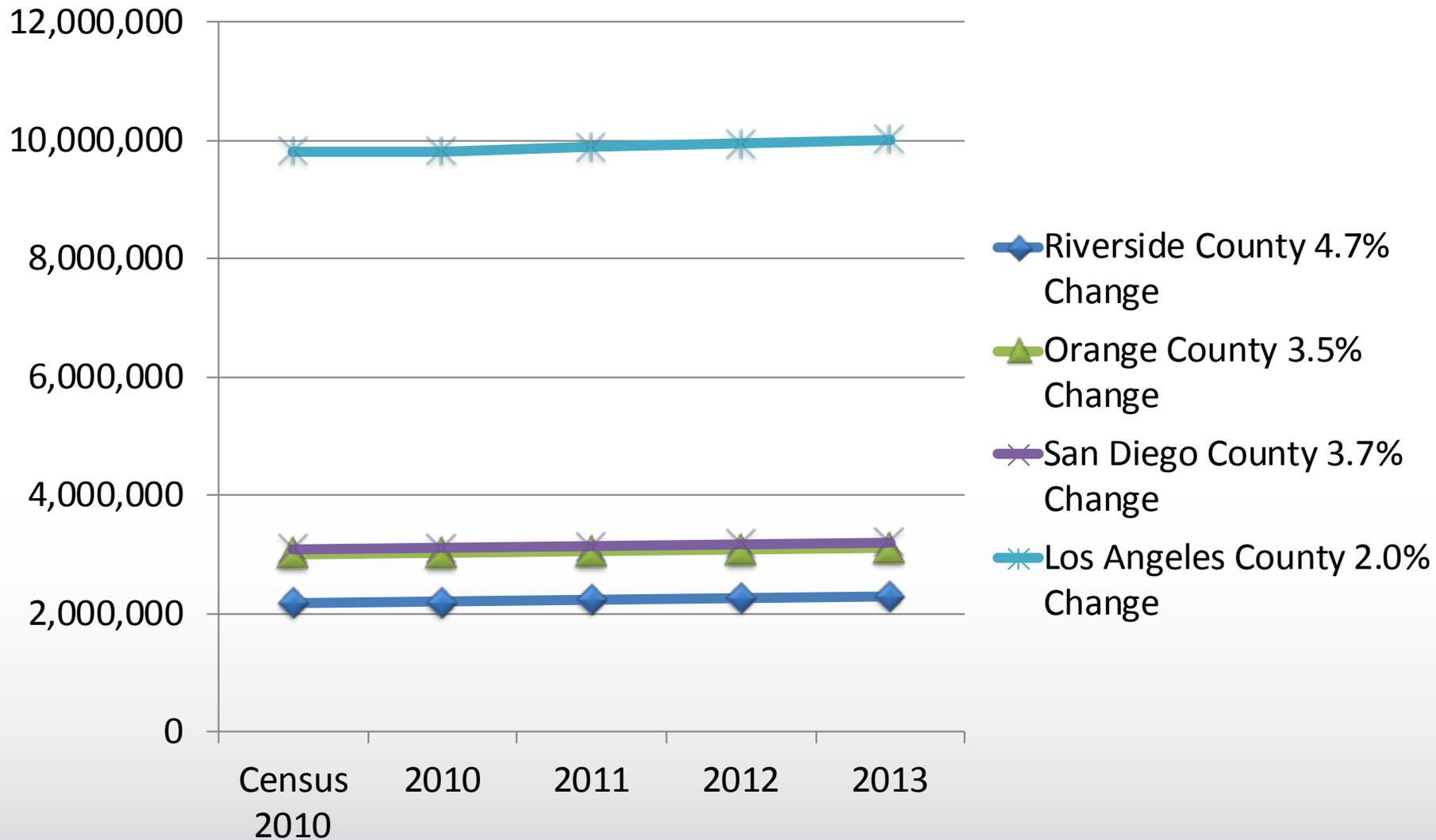


- Population totals available for the United States, states, counties, places and Puerto Rico
- Components of change available for nation, states and counties
- Based on births, deaths and migration

Population Estimates

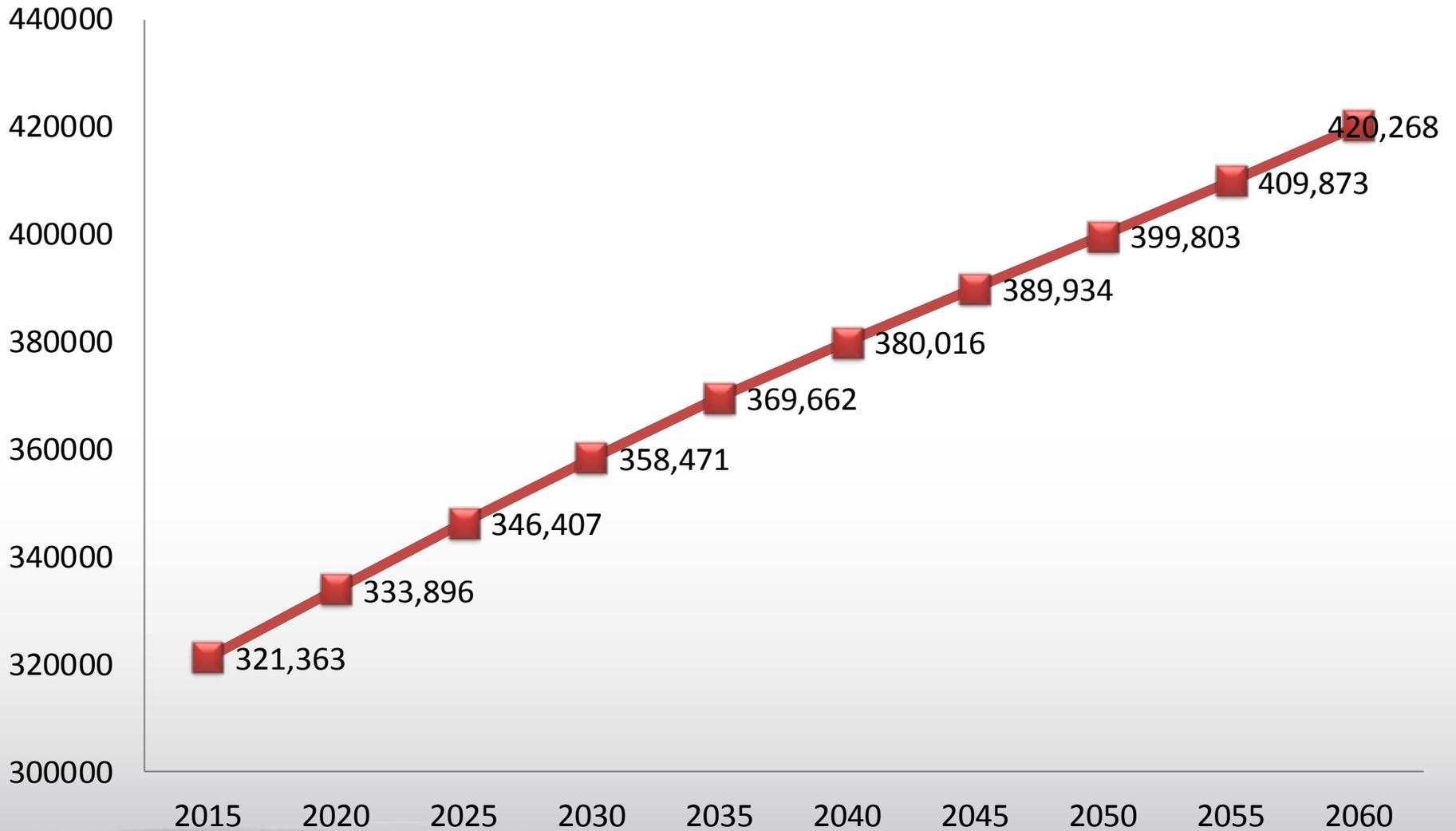
Current Estimates Data

- Population counts
 - Nation - - age, sex, race, and Hispanic origin
 - States - - age, sex, race, and Hispanic origin
 - Counties - - age, sex, race, and Hispanic origin
 - Incorporated places - - total population only
- Housing unit counts
 - States
 - Counties

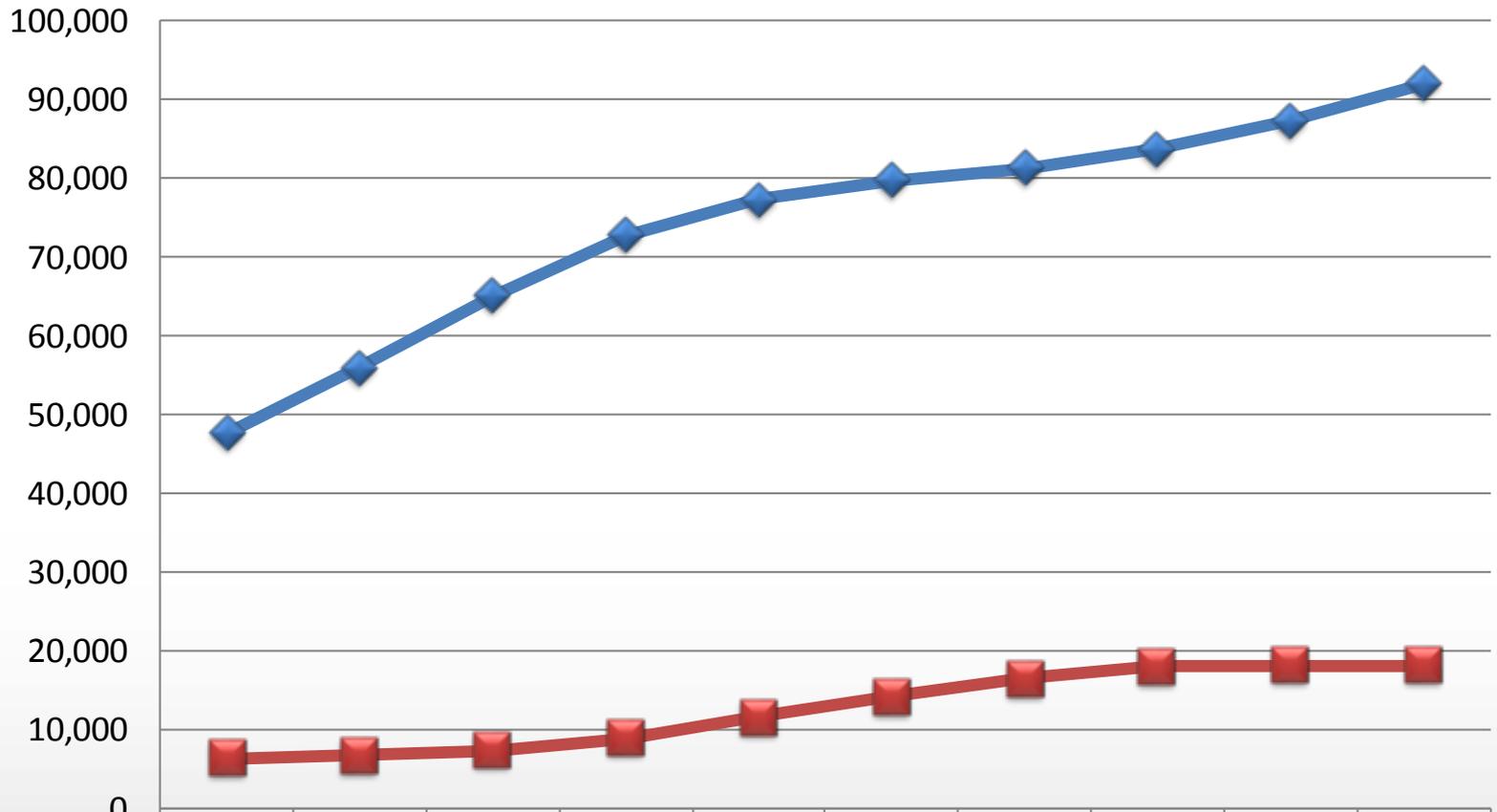


Source: Census 2010 and 2013 Population Estimates

US Population Projections



Older Population (in thousands)



	2015	2020	2025	2030	2035	2040	2045	2050	2055	2060
◆ .65 years and over	47,695	55,969	65,052	72,774	77,315	79,719	81,288	83,739	87,309	92,033
■ .85 years and over	6,306	6,693	7,389	8,946	11,579	14,115	16,512	17,978	18,201	18,187

Economic Census



**YOUR RESPONSE
MAKES A DIFFERENCE
FOR LOCAL BUSINESSES**

The right decisions can help you grow your business — especially when those decisions start with good data. If you receive a 2012 Economic Census form, the information you provide can help your business and your community thrive. Find out why your response makes a difference at business.census.gov.

2012 Economic Census 

- Conducted every five years (years ending in 2 and 7)
- Provides information economic information down to the zip code level

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ACS History

1940-2000

- Decennial Census: Short Form & Long Form

2005

- American Community Survey Replaces Decennial Long Form

2010

- Decennial Census: Short Form Only

Differences Between Decennial Census and ACS

Census

Every 10 Years

100 Percent Data

Official Count

Point In Time
(April 1st)

ACS

Yearly

Sample Data (3.5 million
year/291K monthly)

Estimates
(trends/comparisons)

Period of Time
(1yr, 3yr, 5yr)

ACS Period Estimates

1-Year Estimates

- Geographies of 65,000 or more

3-Year Estimates

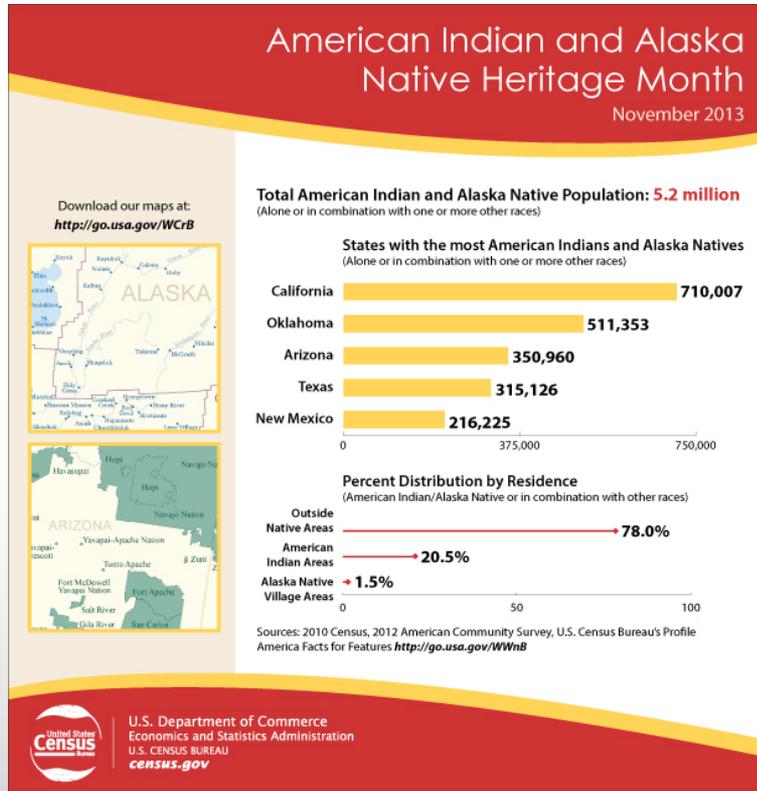
- Geographies of 20,000 or more

5-Year Estimates

- All geographies

American Community Survey

Demographic Characteristics



- Age
- Race
- Sex
- Hispanic Origin

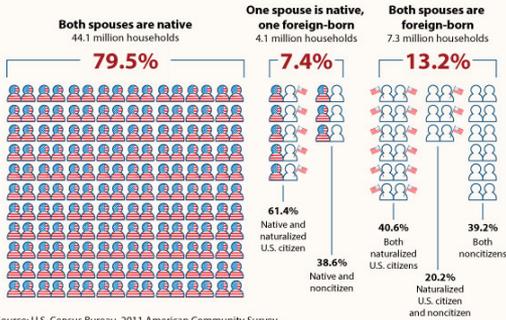
American Community Survey

Social Characteristics

Married-Couple Households by Nativity and Citizenship

Out of 55.5 million married-couple households in the United States ...

 = 500,000 households



Source: U.S. Census Bureau, 2011 American Community Survey

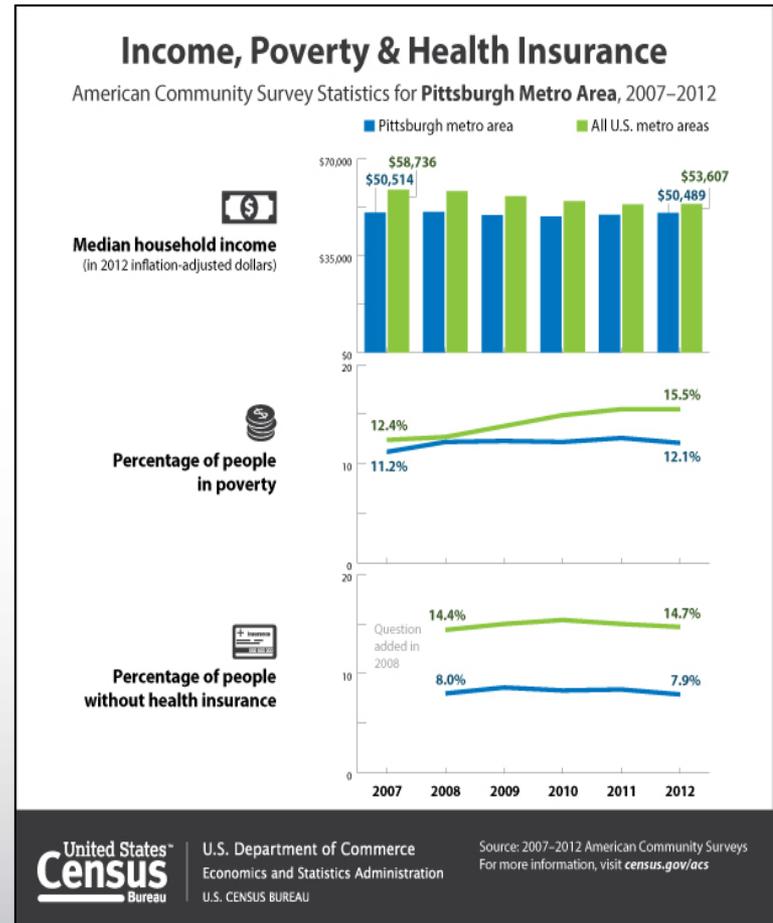
United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

- Education
- Marital Status
- Fertility
- Grandparent/ Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry / Tribal Affiliation

American Community Survey

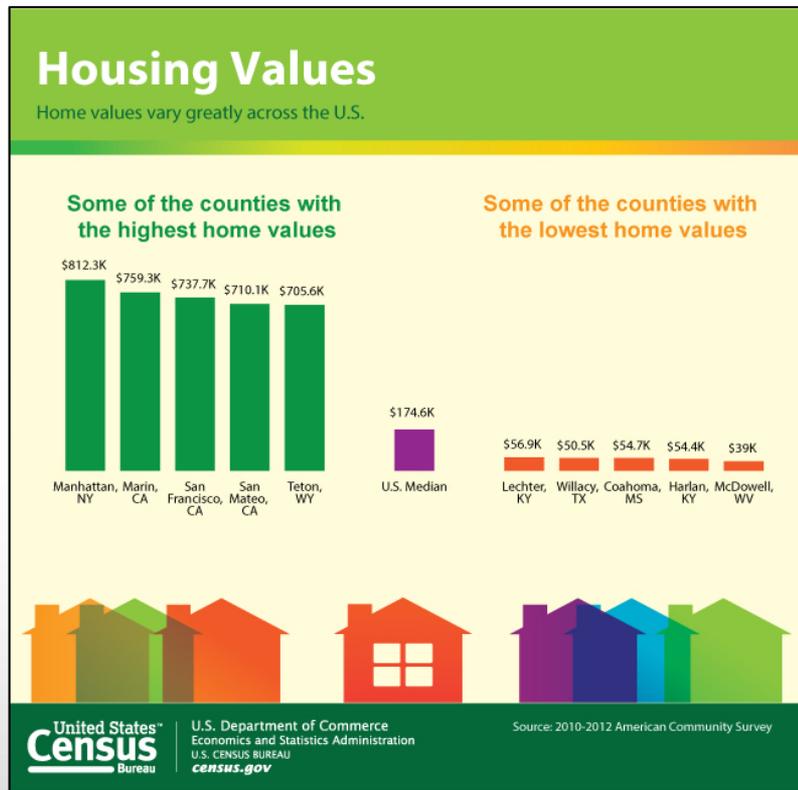
Economic Characteristics

- Income
 - Social Security Income
 - Retirement Income
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work
- Health Insurance
 - Medicare
 - Medicaid



American Community Survey

Housing Characteristics



- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent

ACS Data Products

Annual Releases with Population Thresholds

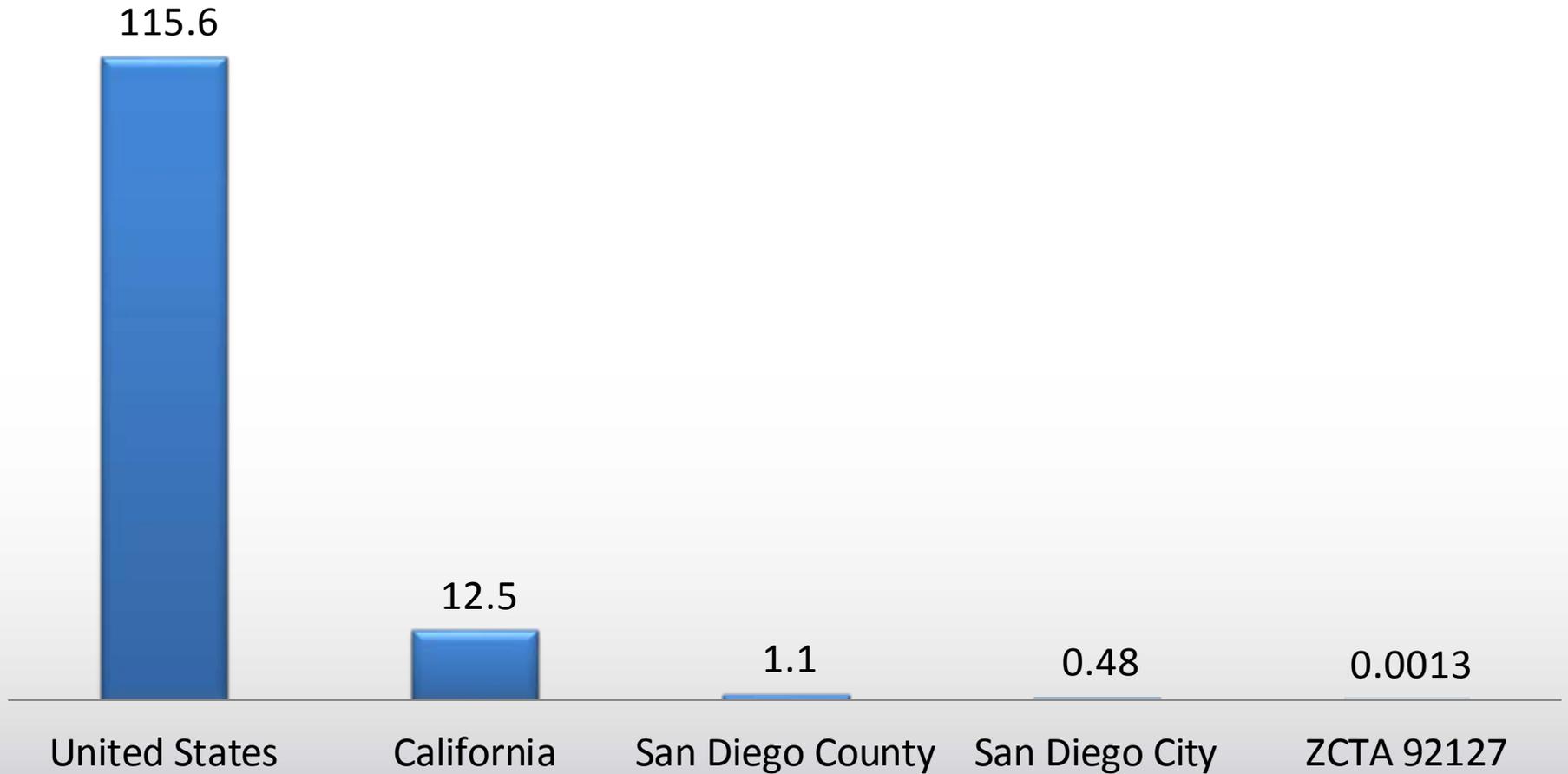
Data Product (next release)	Population Threshold of Statistical Area	Year of Data Release									
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
		Year(s) of Data Collection									
1-Year Estimates (September)	65,000 +	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
3-Year Estimates (October)	20,000 +			2005 - 2007	2006 - 2008	2007 - 2009	2008 - 2010	2009 - 2011	2010 - 2012	2011 - 2013	2012 - 2014
5-Year Estimates (December)	All Areas *					2005 - 2009	2006 - 2010	2007 - 2011	2008 - 2012	2009 - 2013	2010 - 2014

* All Areas = All legal, administrative, and statistical geographic areas down to the block group level. Zip Code Tabulation Area (ZCTA) estimates first became available in 2012, with the 2007 – 2011 estimates.

Overview

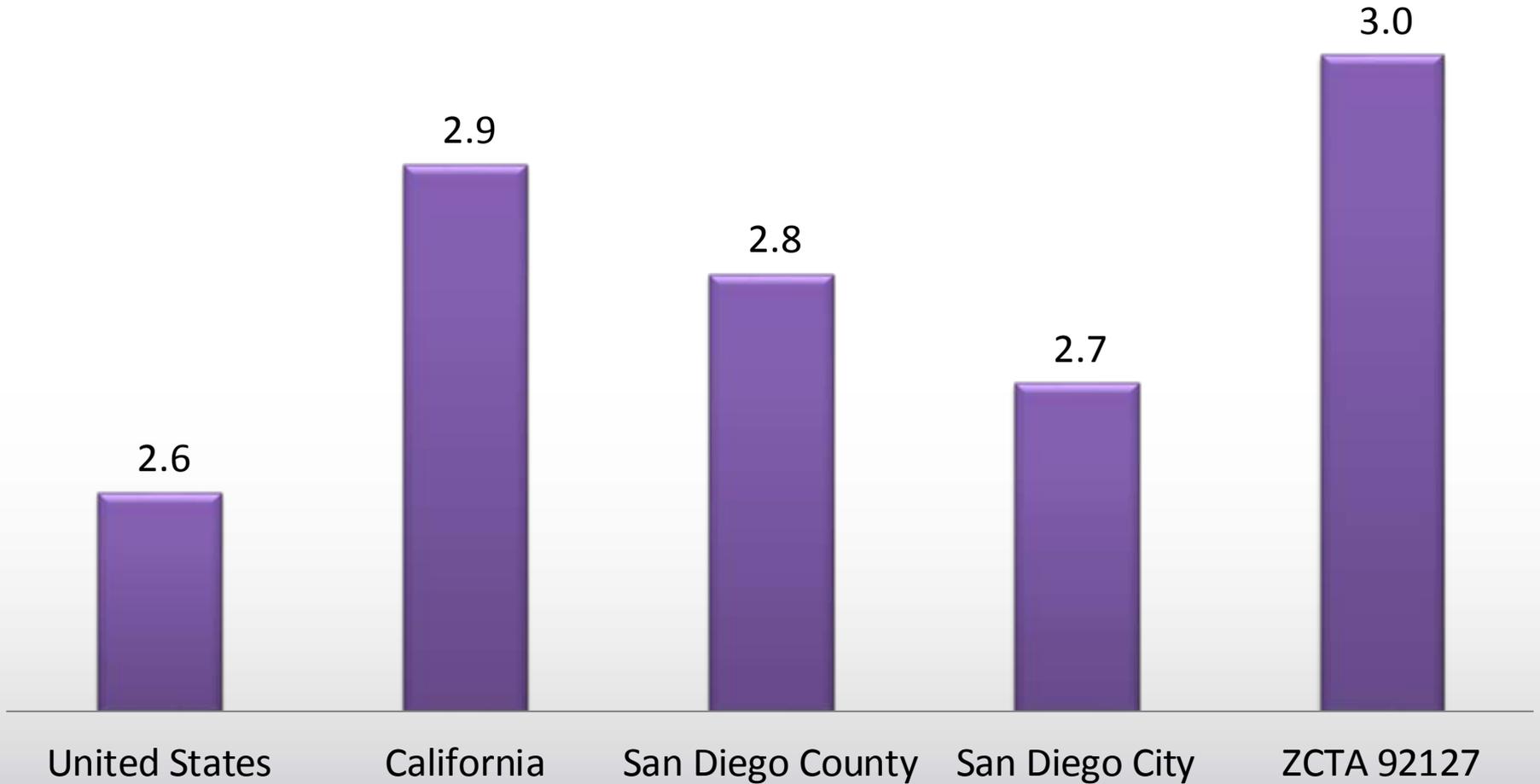
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Households (in millions)



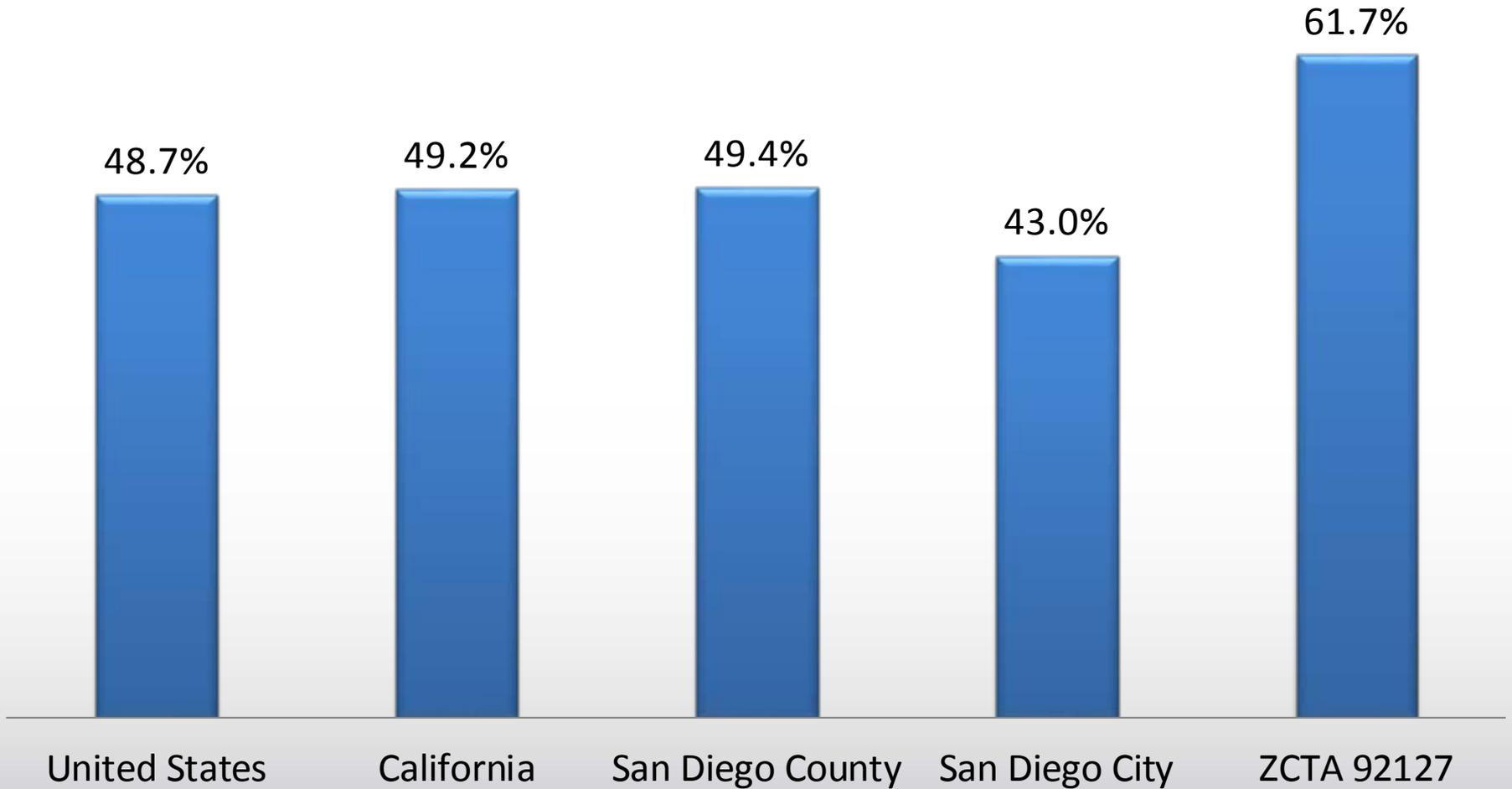
Source: American Community Survey 5-Year Estimates 2009-2013

Average Household Size



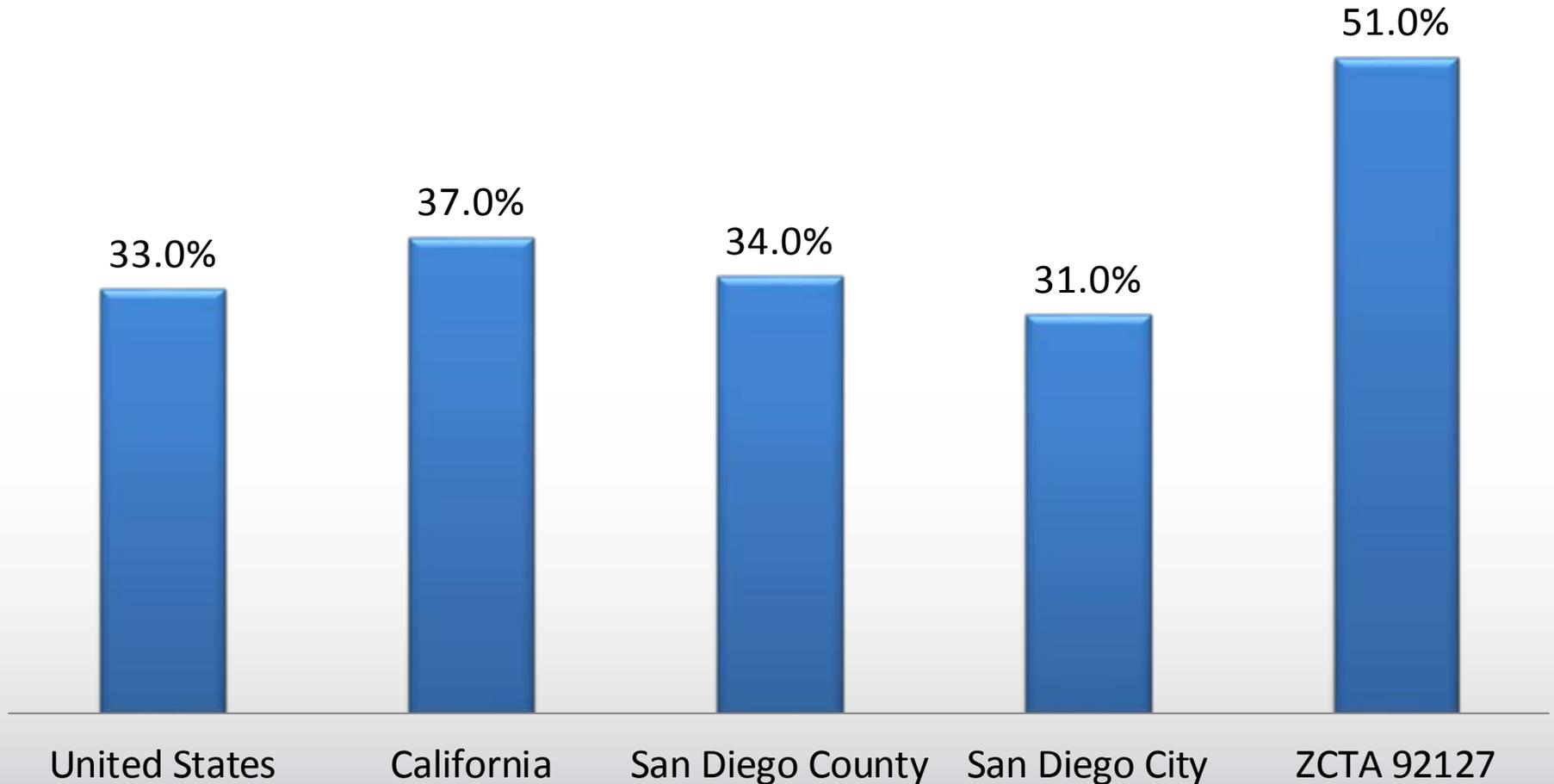
Source: American Community Survey 5-Year Estimates 2009-2013

Married Couples



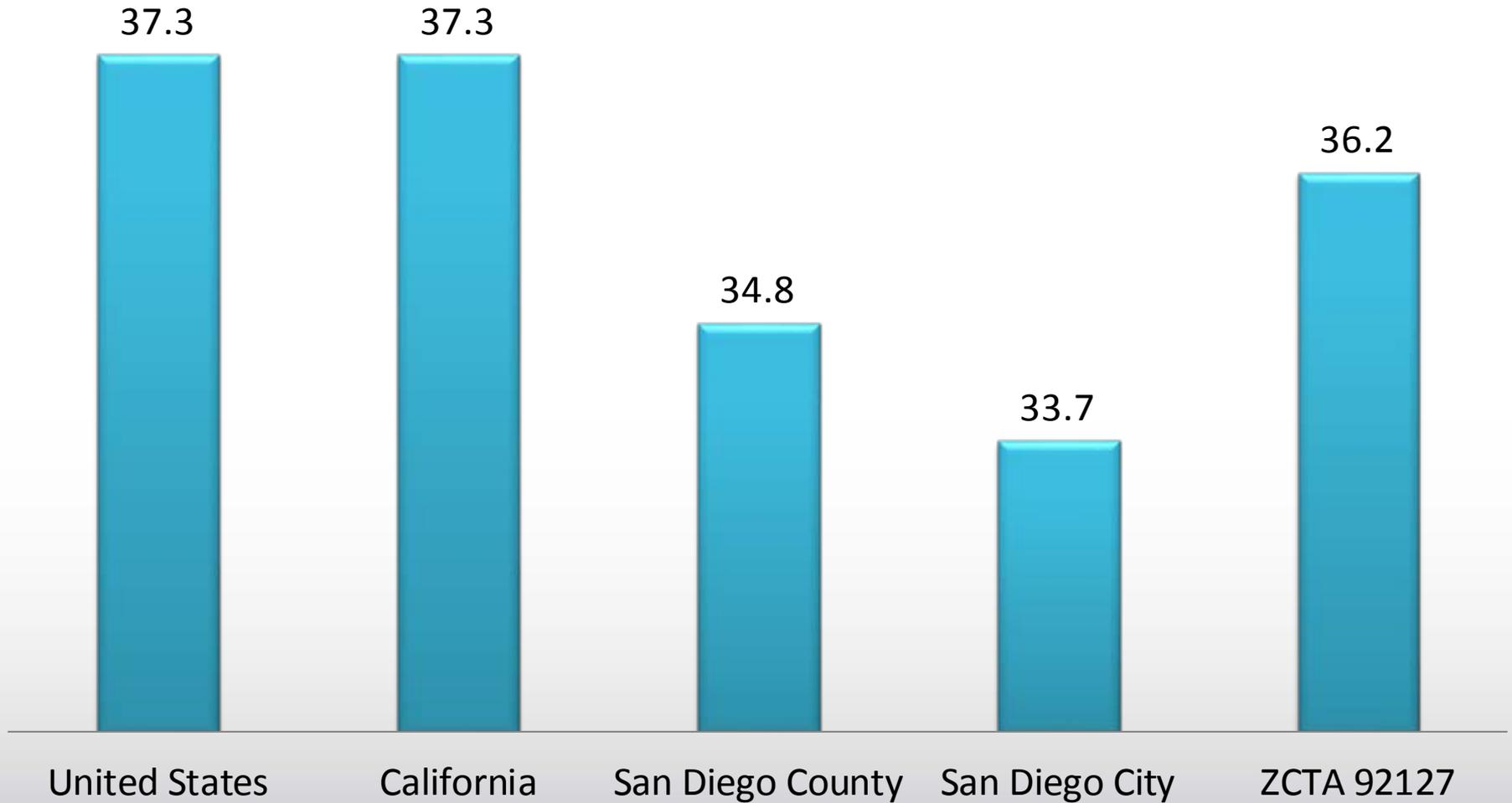
Source: American Community Survey 5-Year Estimates 2009-2013

Households with Children <18 yrs. Old



Source: American Community Survey 5-Year Estimates 2009-2013

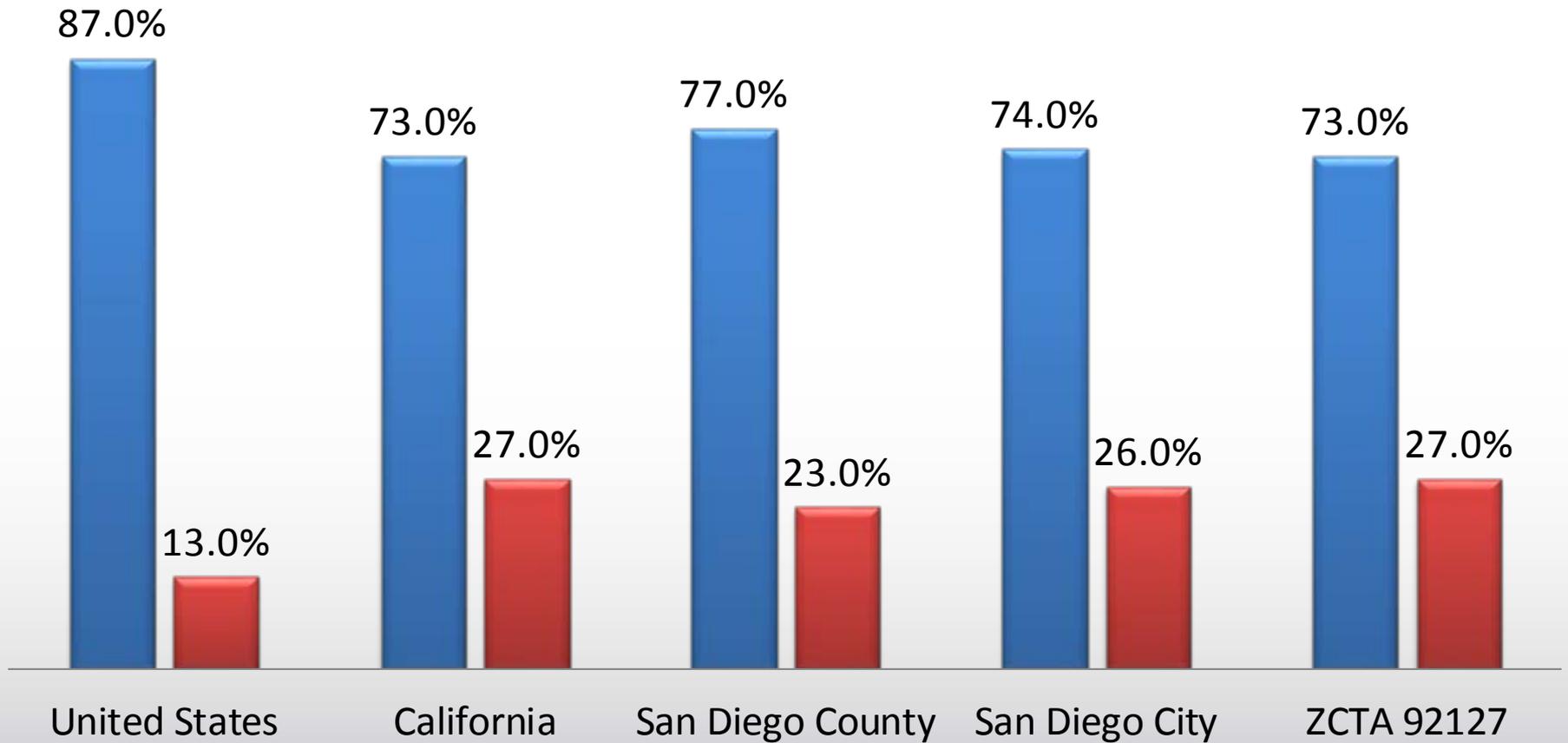
Median Age



Source: American Community Survey 5-Year Estimates 2009-2013

Place of Birth

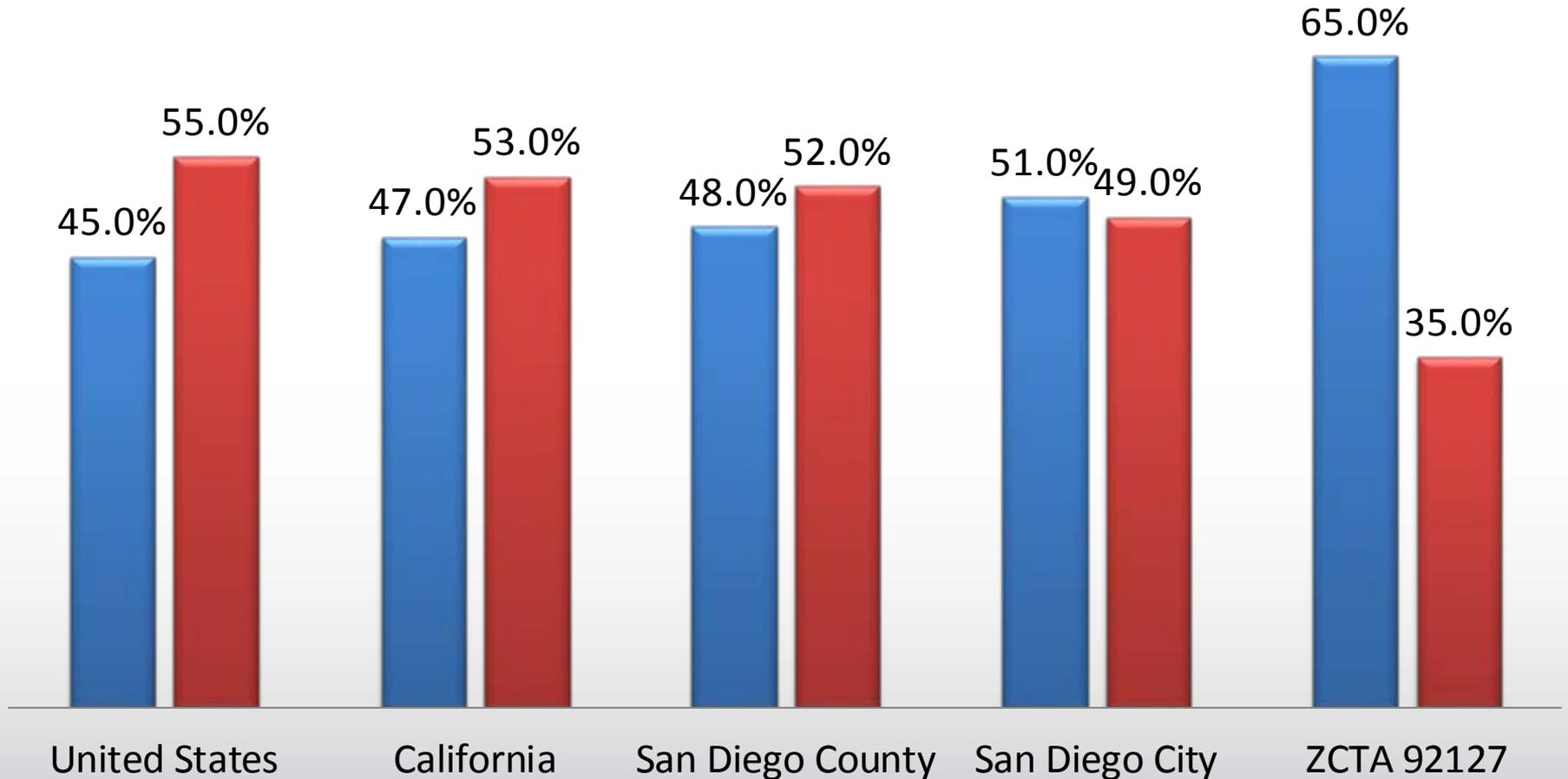
■ US Native Population ■ Foreign Born



Source: American Community Survey 5-Year Estimates 2009-2013

Citizenship

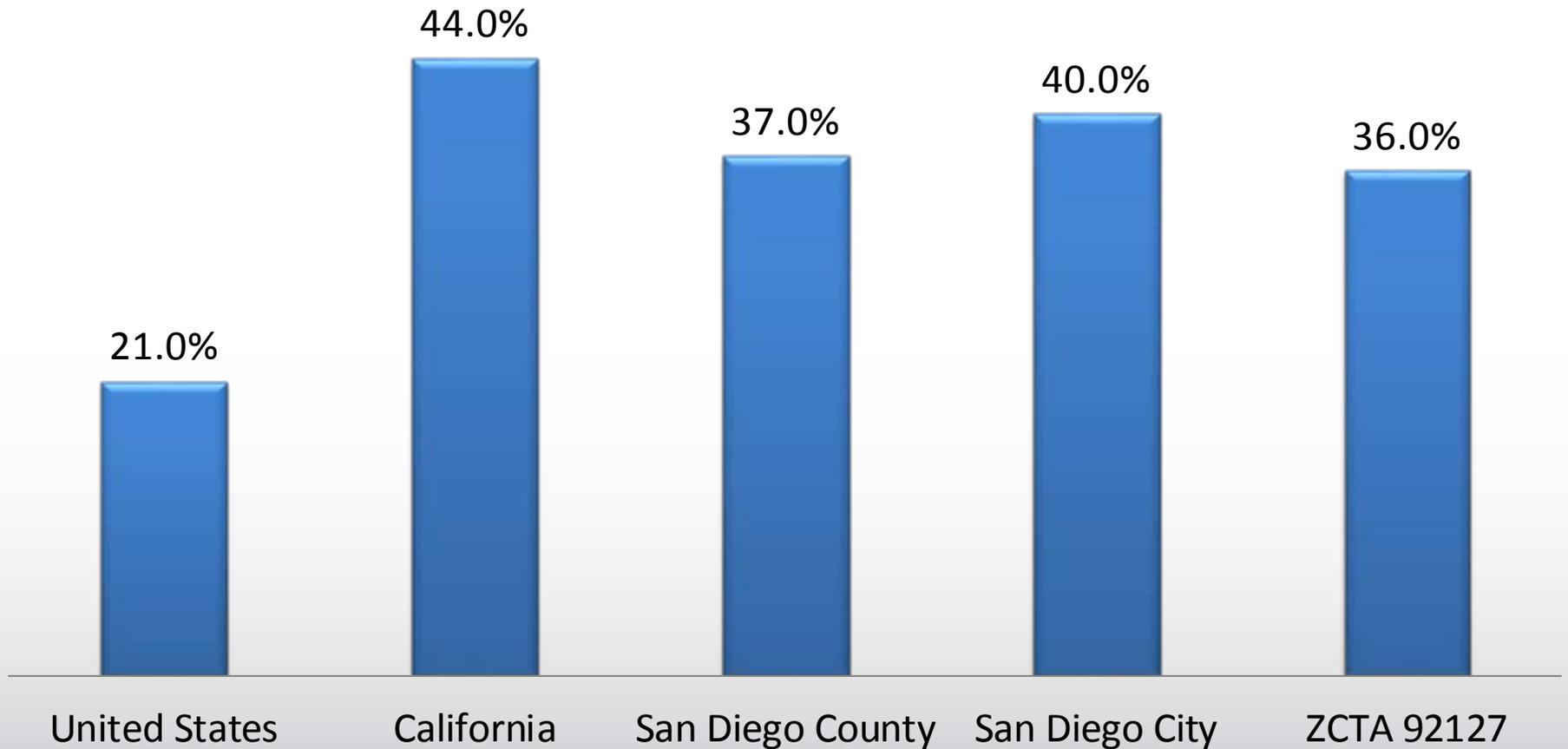
■ Naturalized Citizens ■ Not a US Citizen



Source: American Community Survey 5-Year Estimates 2009-2013

Language Spoken at Home

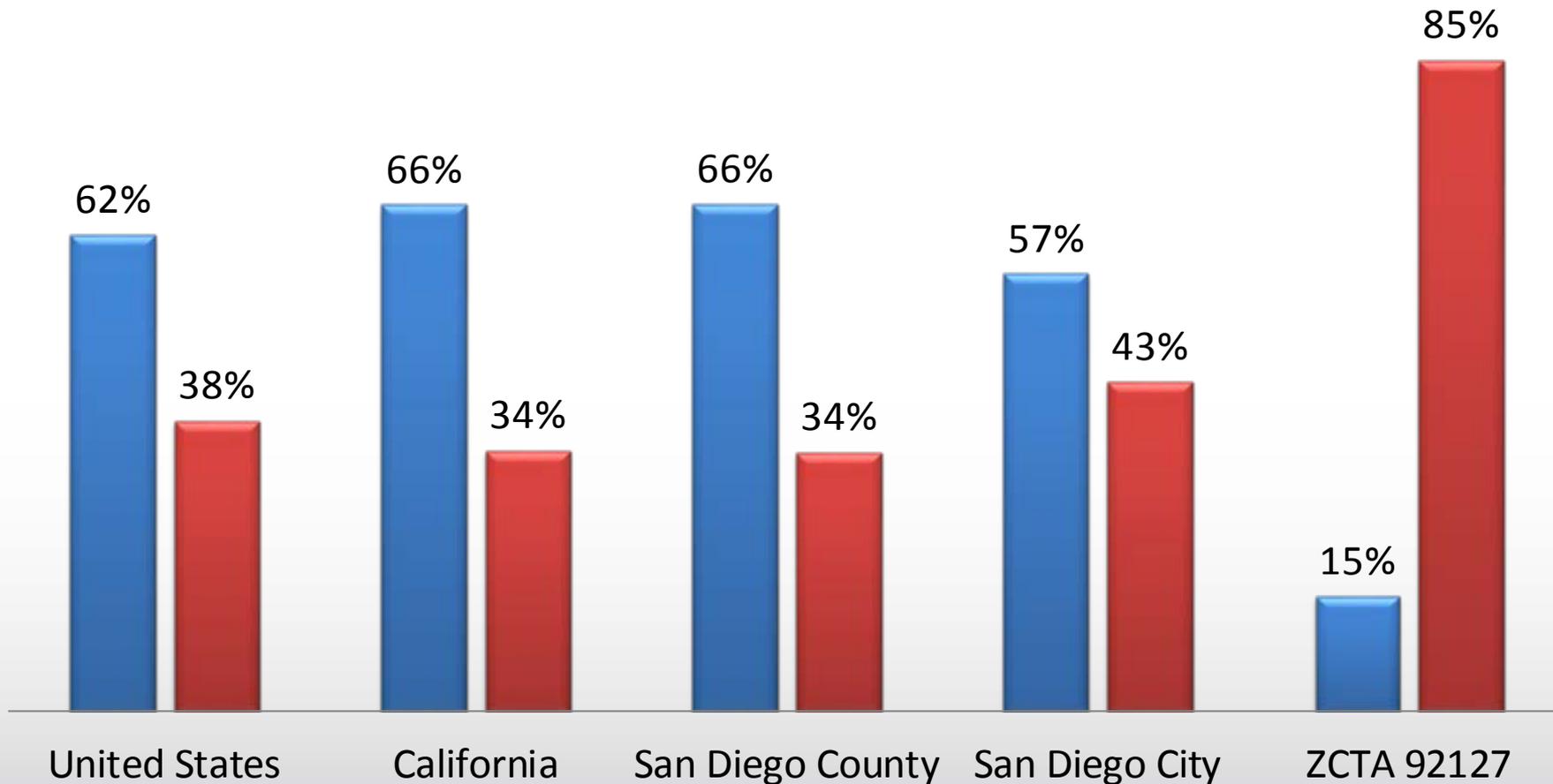
■ Speak other than English at Home



Source: American Community Survey 5-Year Estimates 2009-2013

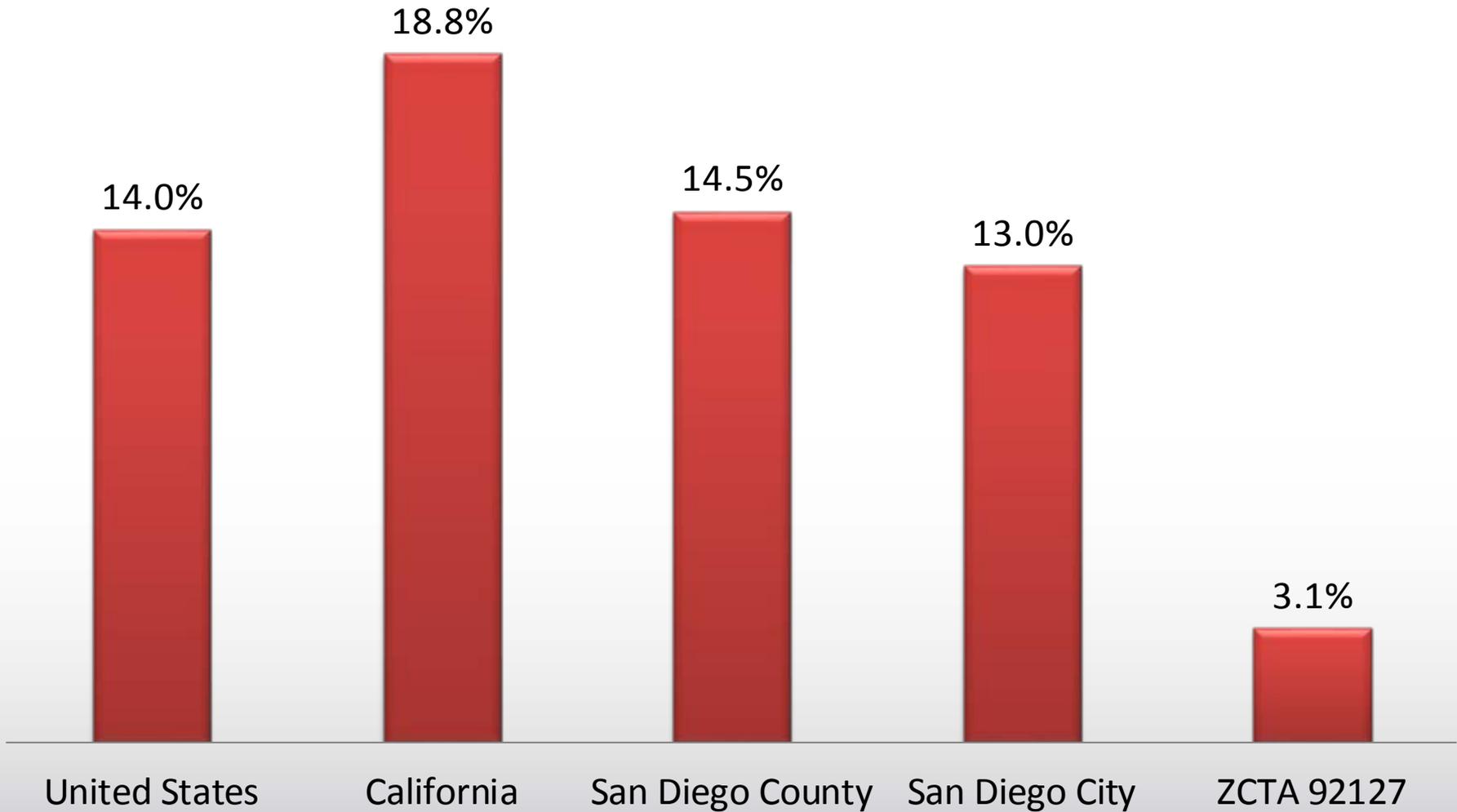
Language Spoken At Home

Spanish Another Language



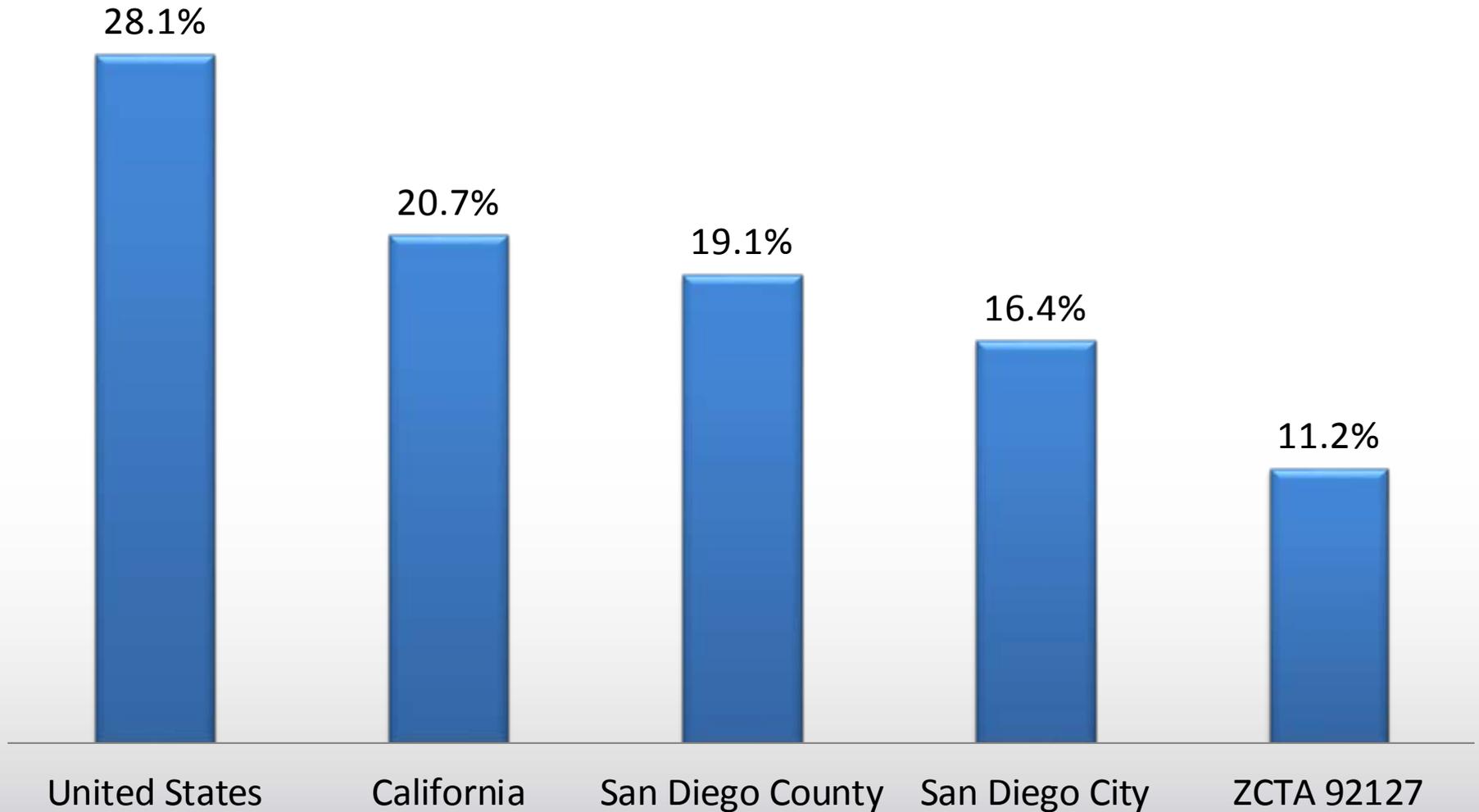
Source: American Community Survey 5-Year Estimates 2009-2013

Less Than High School Diploma



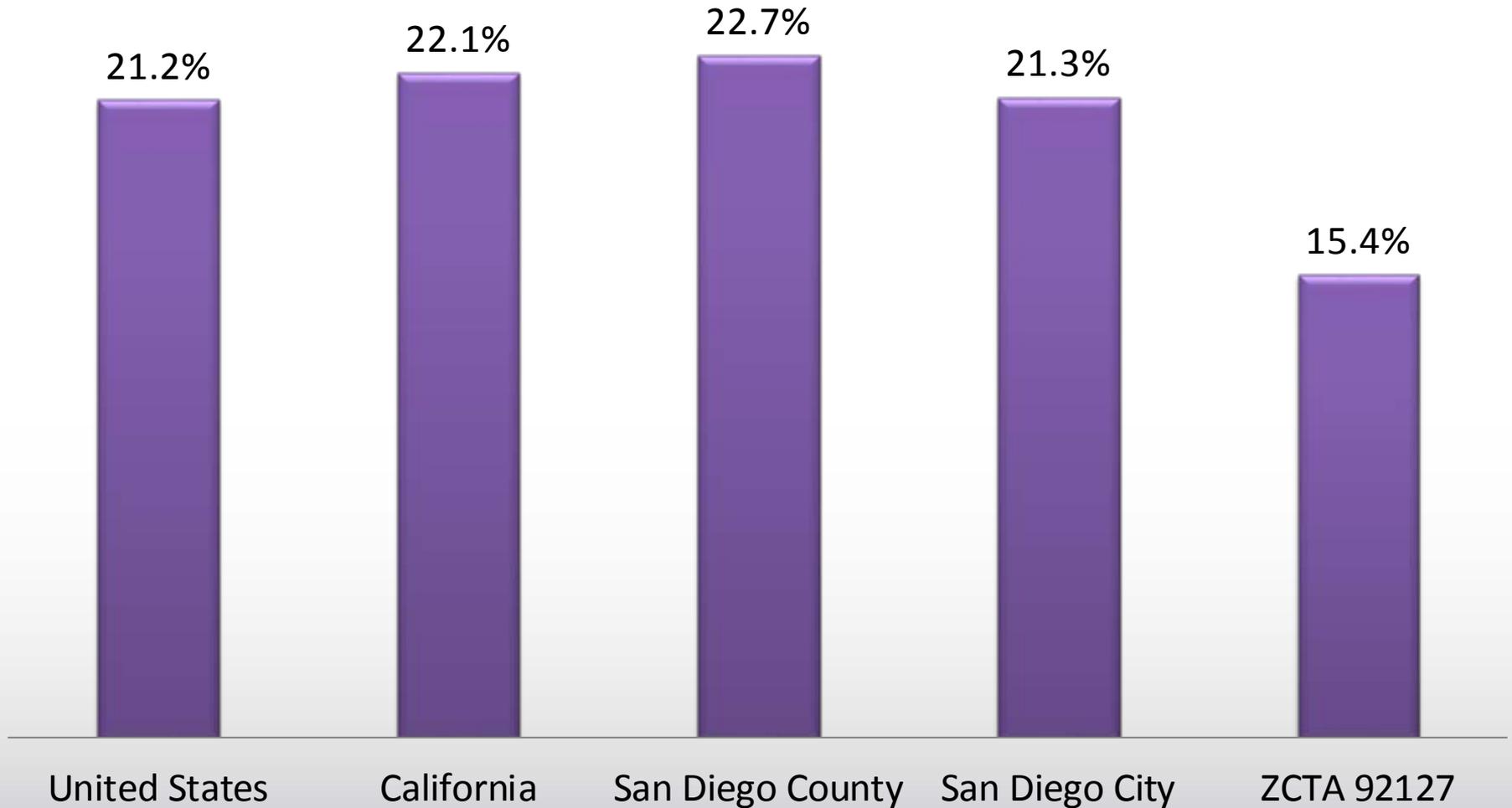
Source: American Community Survey 5-Year Estimates 2009-2013

High School Diploma or Equivalent



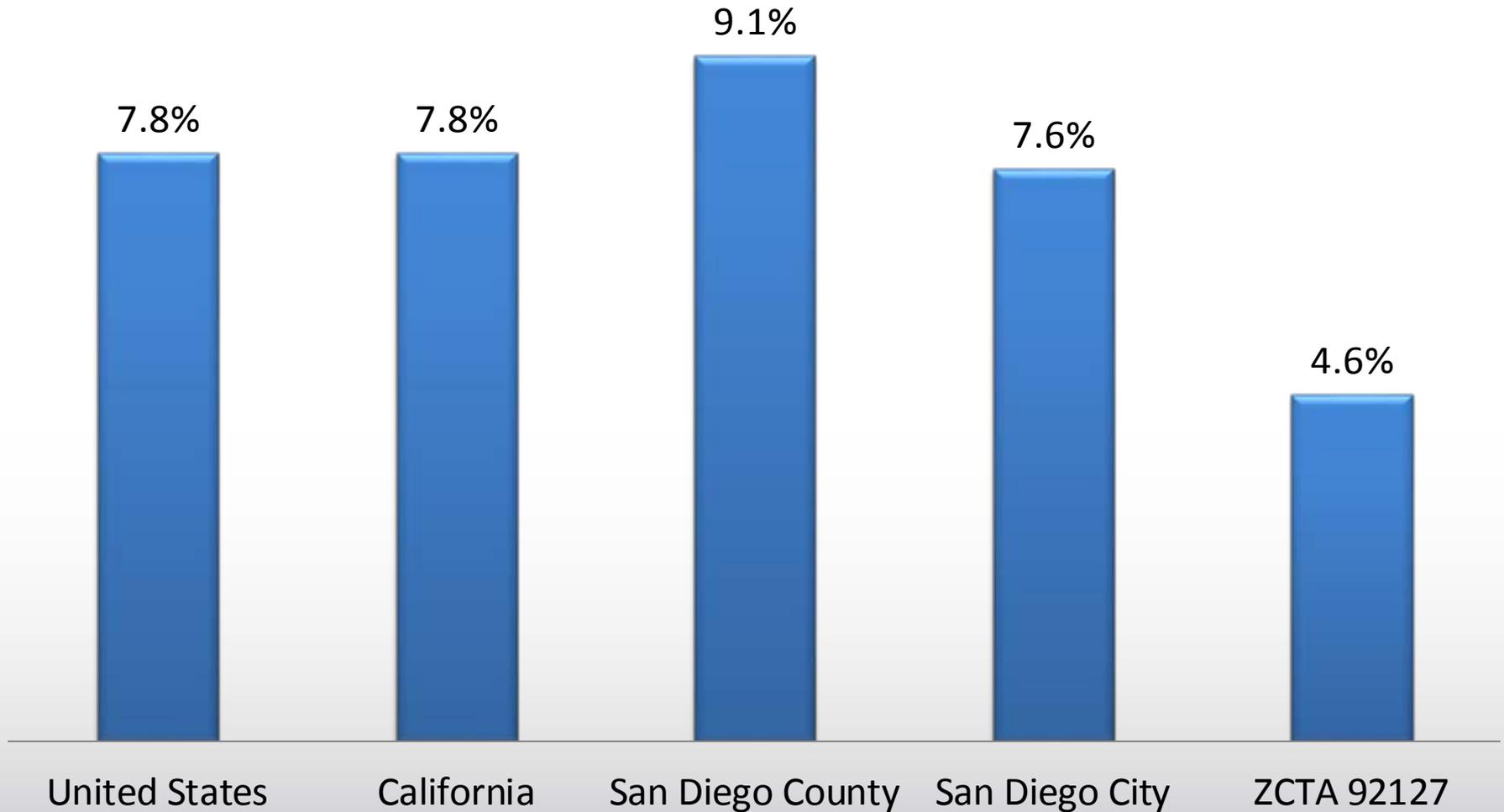
Source: American Community Survey 5-Year Estimates 2009-2013

Some College - No Degree



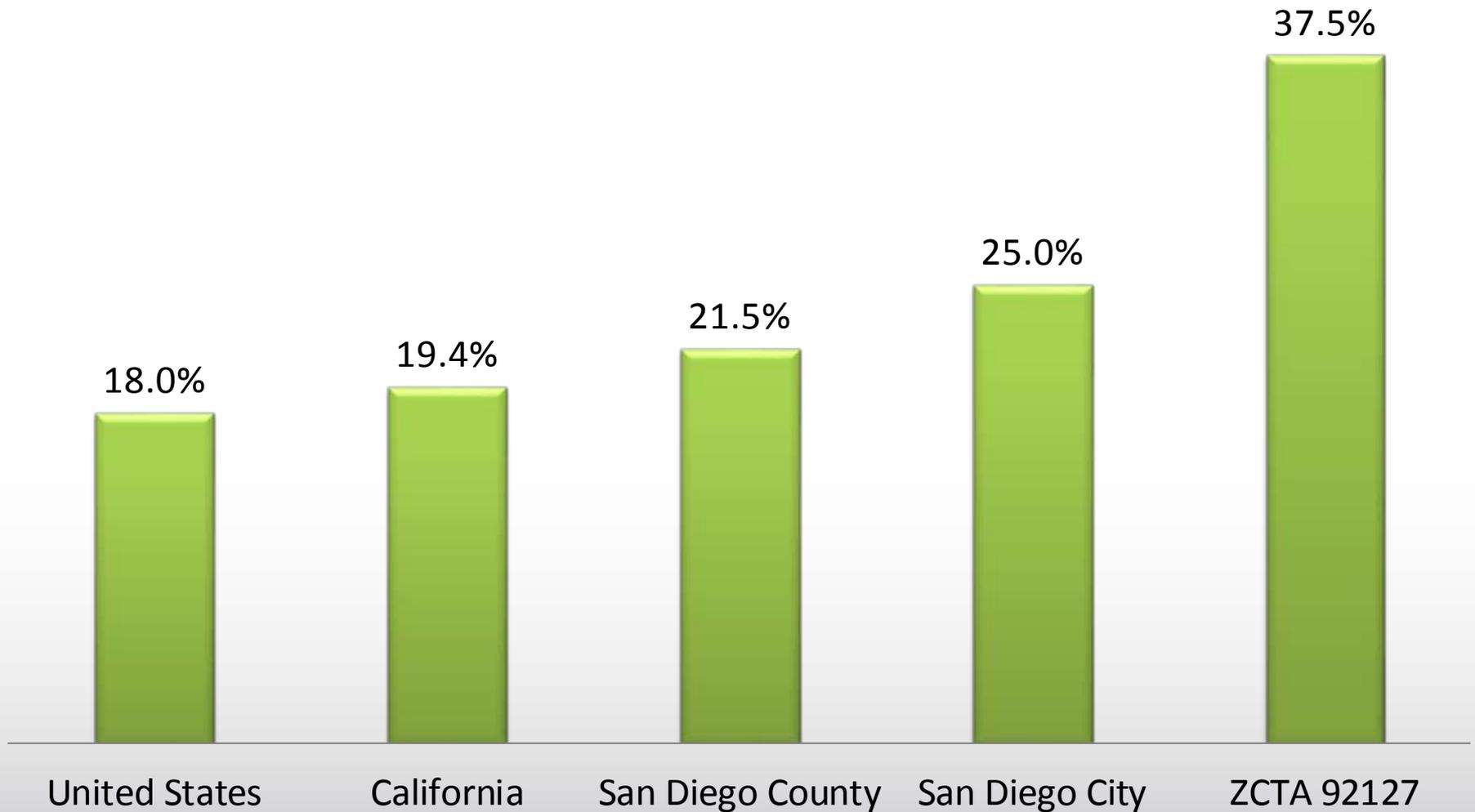
Source: American Community Survey 5-Year Estimates 2009-2013

Associate's Degree



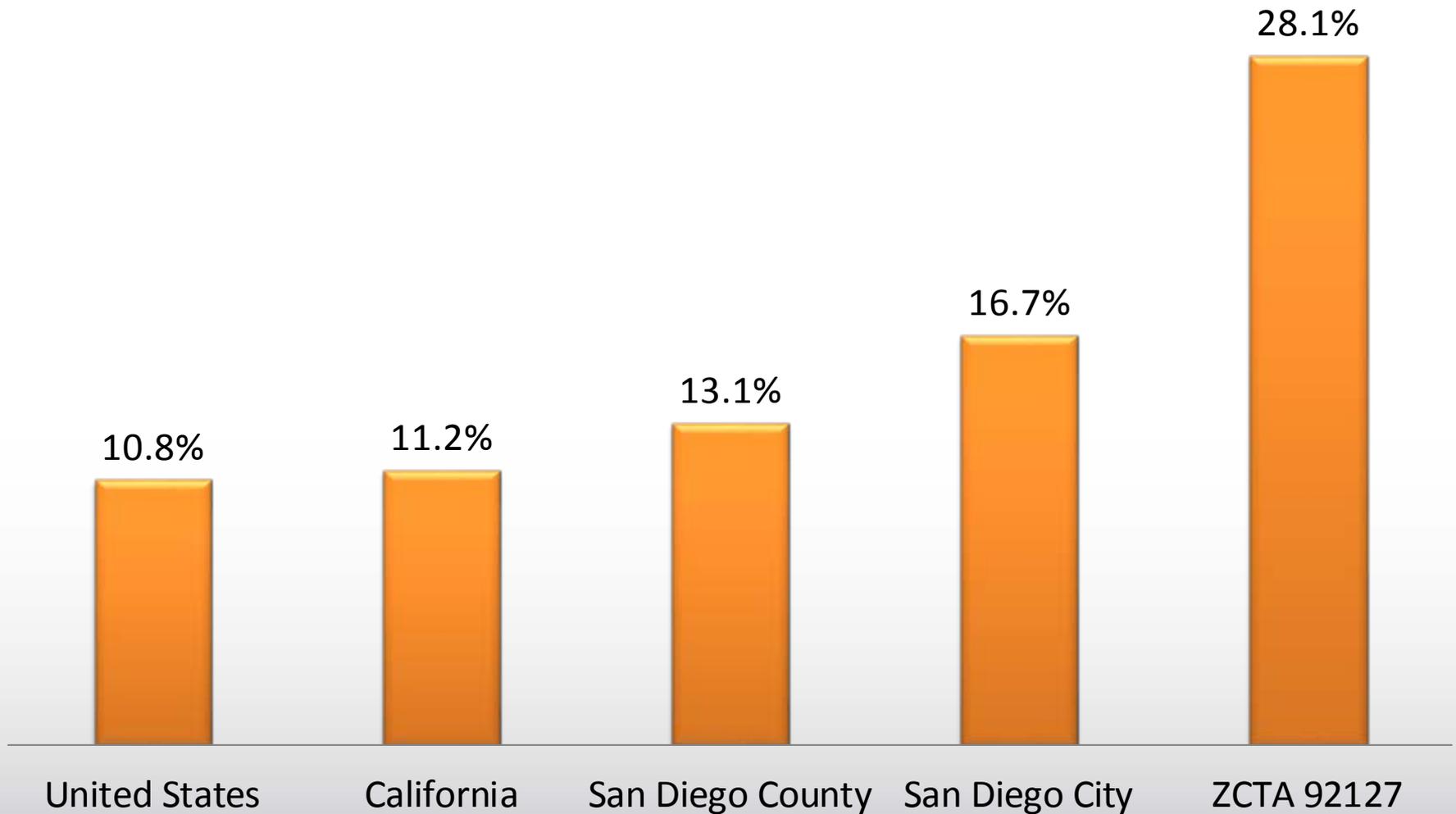
Source: American Community Survey 5-Year Estimates 2009-2013

Bachelor's Degree



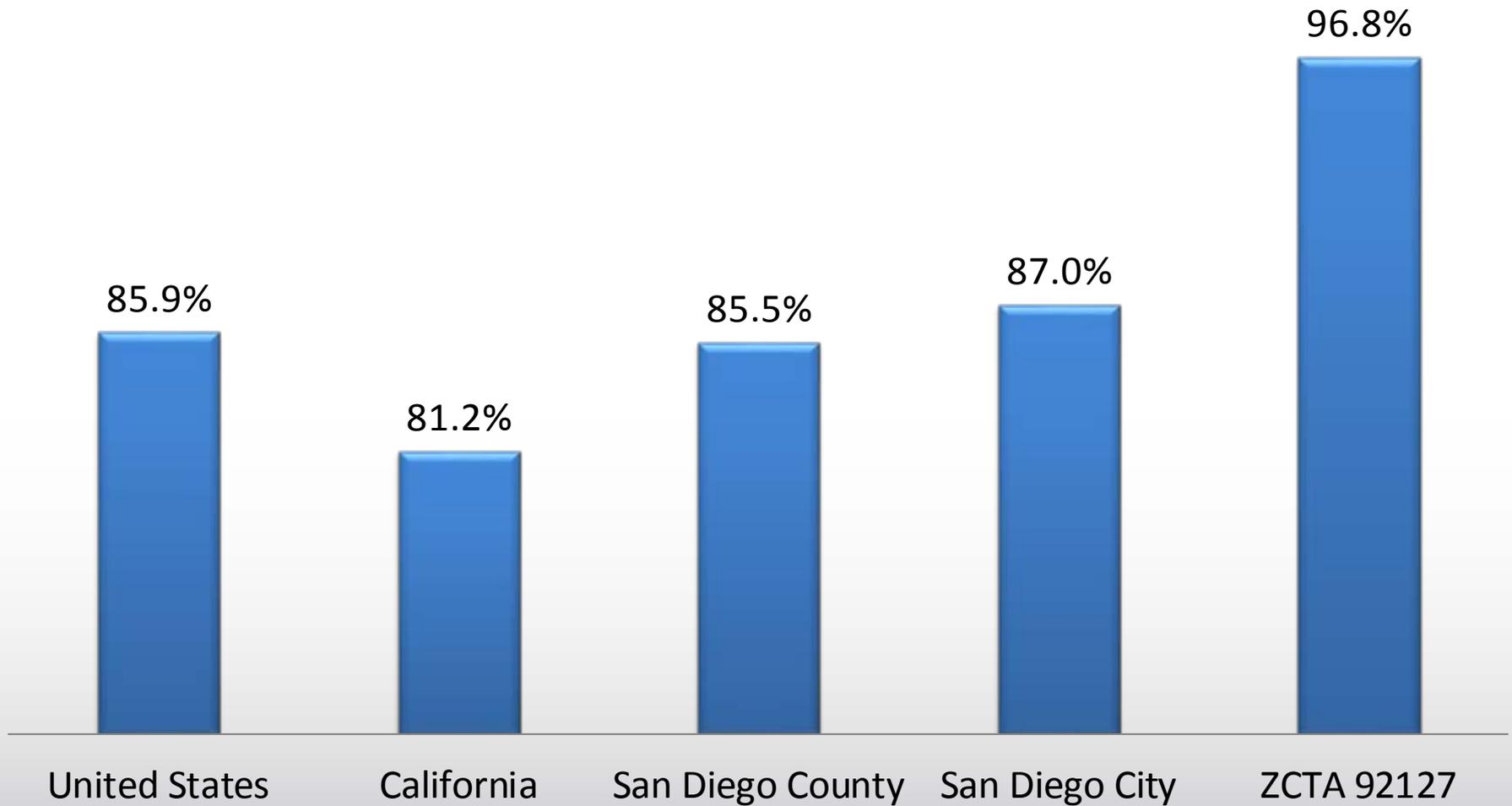
Source: American Community Survey 5-Year Estimates 2009-2013

Graduate or Professional Degree



Source: American Community Survey 5-Year Estimates 2009-2013

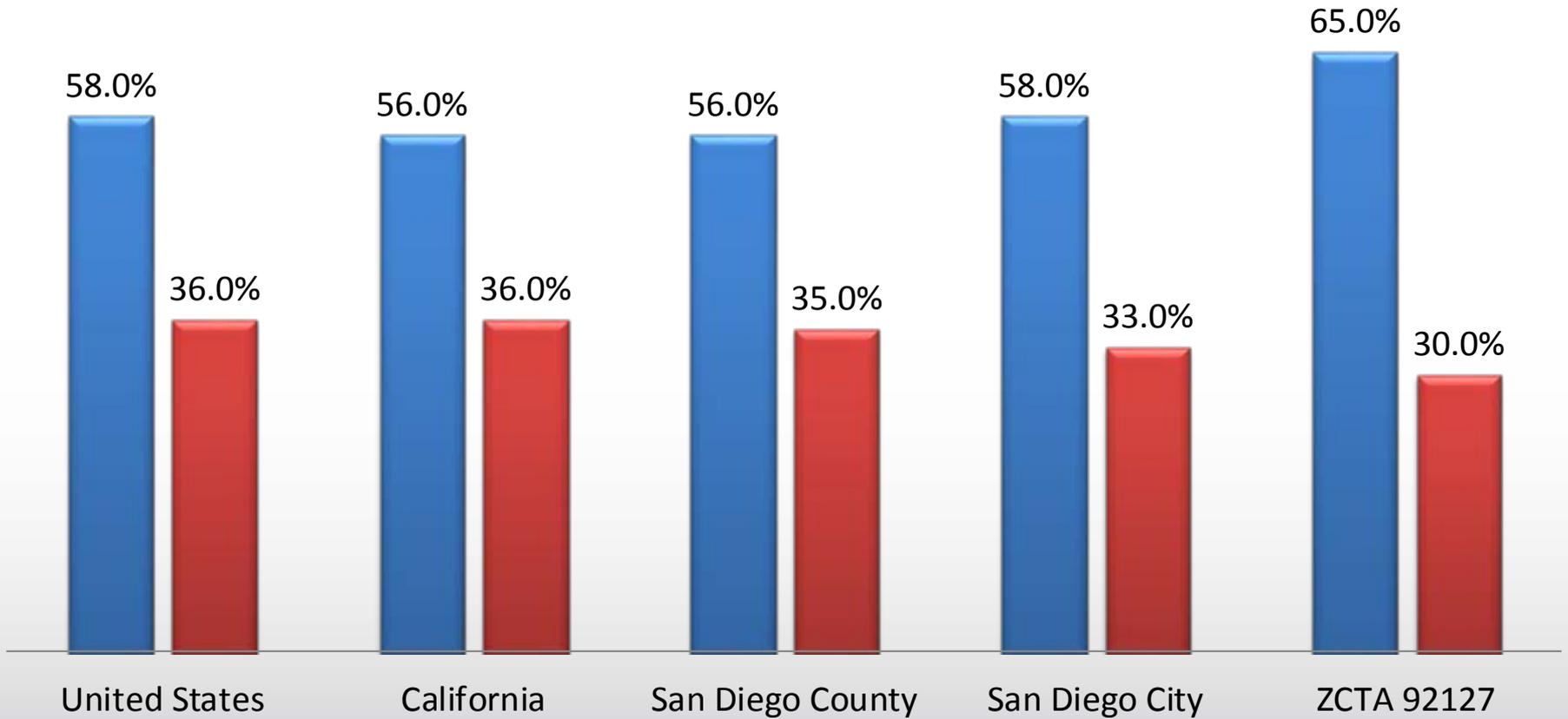
High School and higher



Source: American Community Survey 5-Year Estimates 2009-2013

Employment

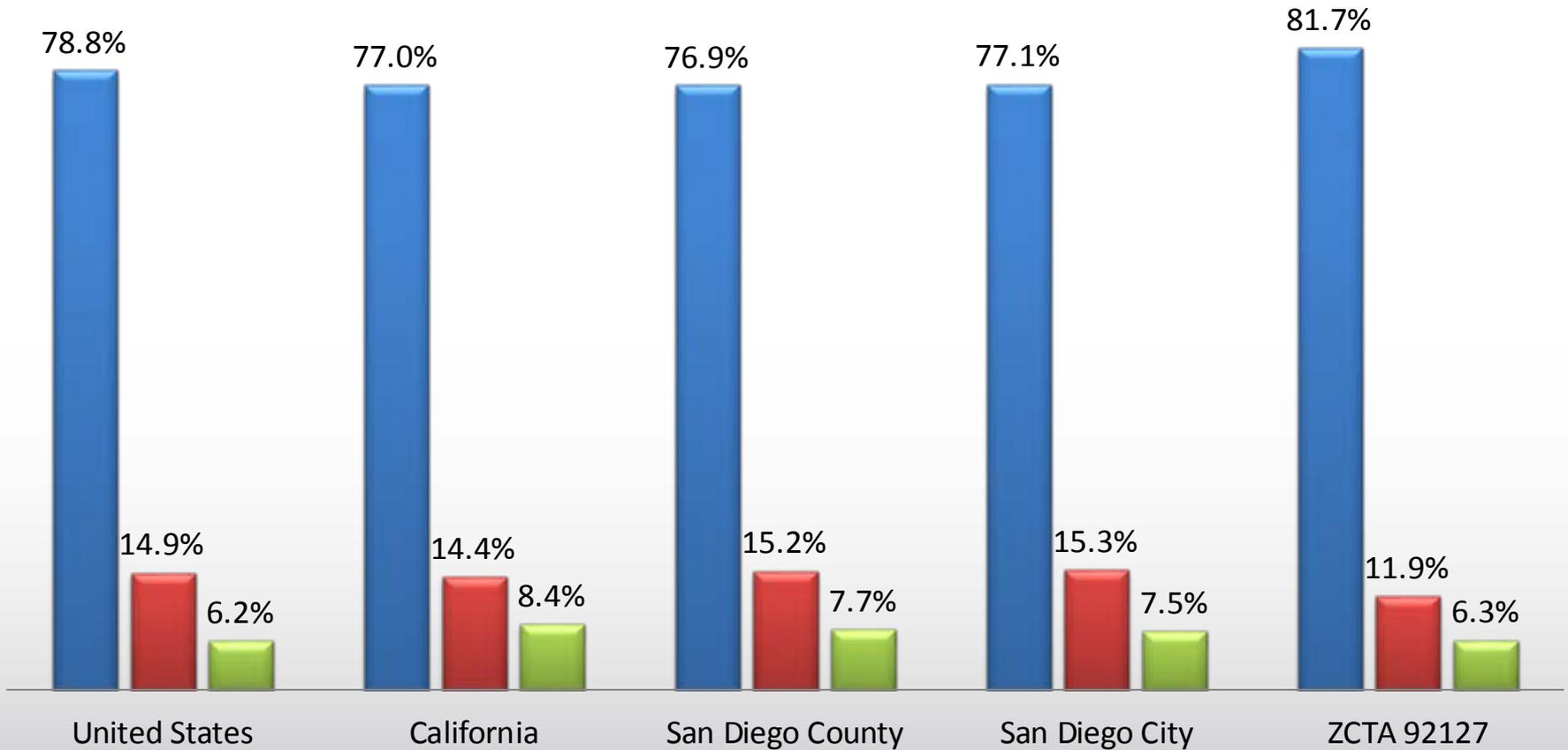
- Population Employed (16 Yrs. and Older)
- Not currently in the Labor Force (16 Yrs. And Older)



Source: American Community Survey 5-Year Estimates 2009-2013

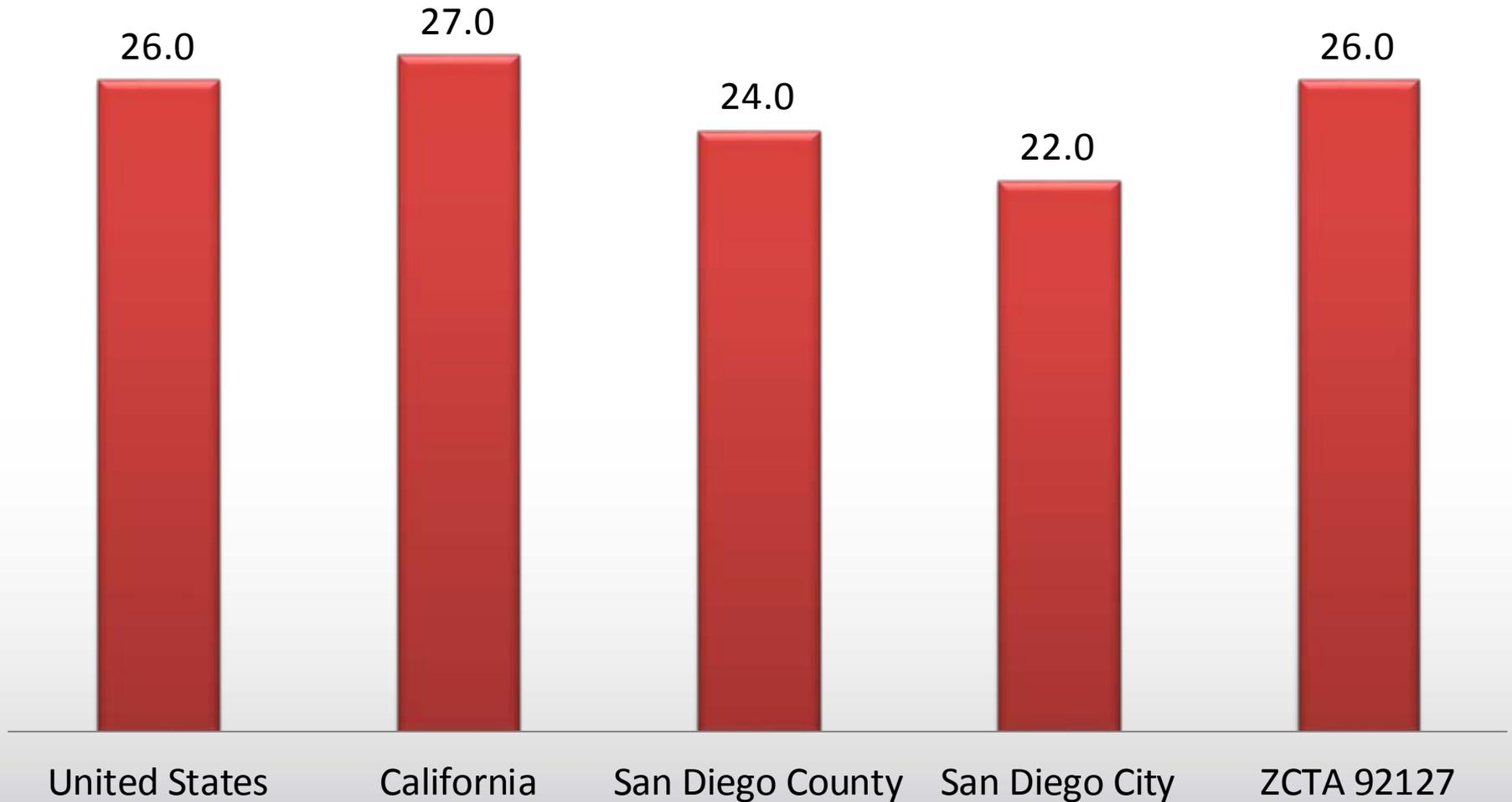
Employer Type

- Private Wage & Salary workers
- Federal, state, or local government
- Self-employed (not incorporated business)



Source: American Community Survey 5-Year Estimates 2009-2013

Commuting to Work (Mean Travel Time)



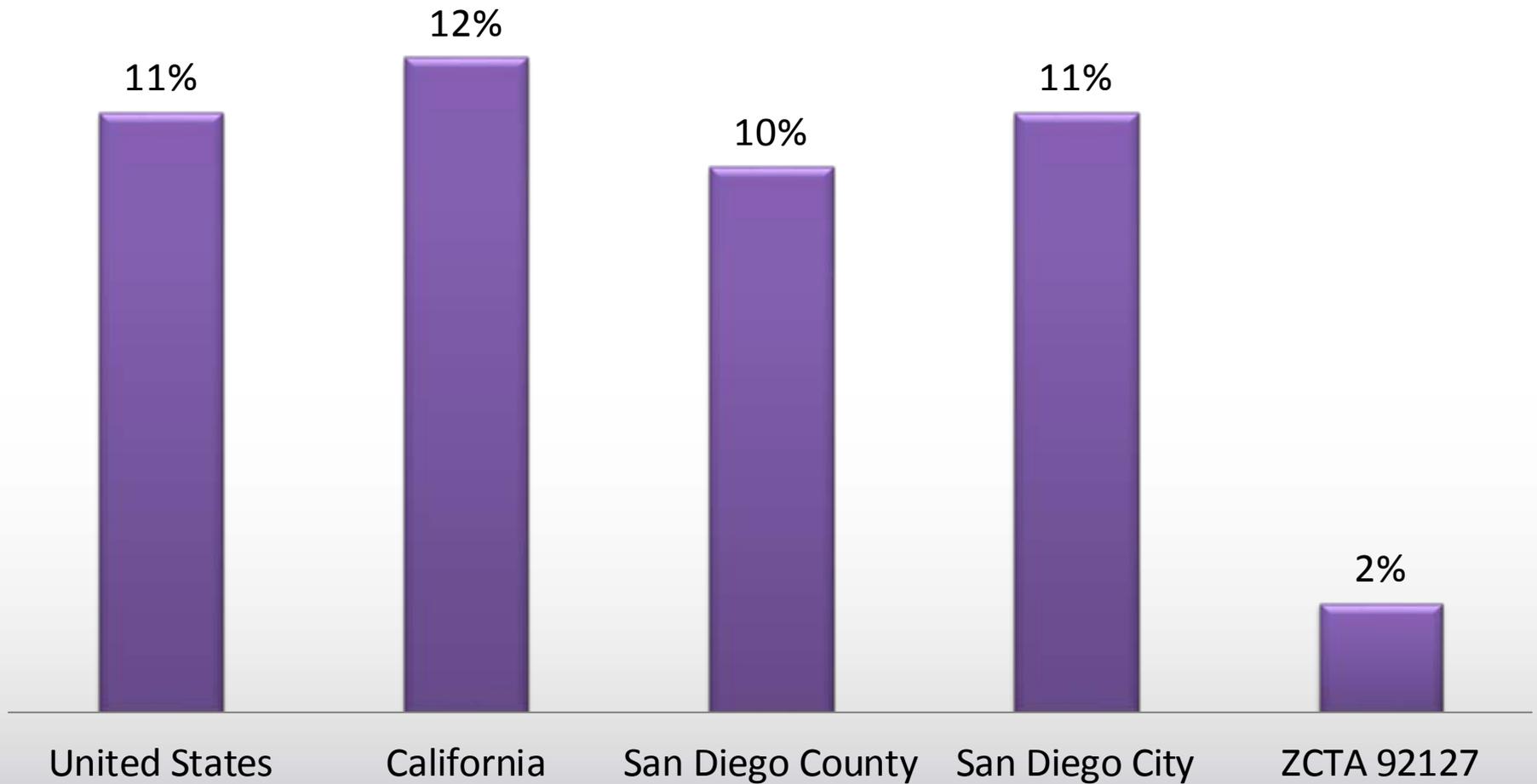
Source: American Community Survey 5-Year Estimates 2009-2013

Median Household Income



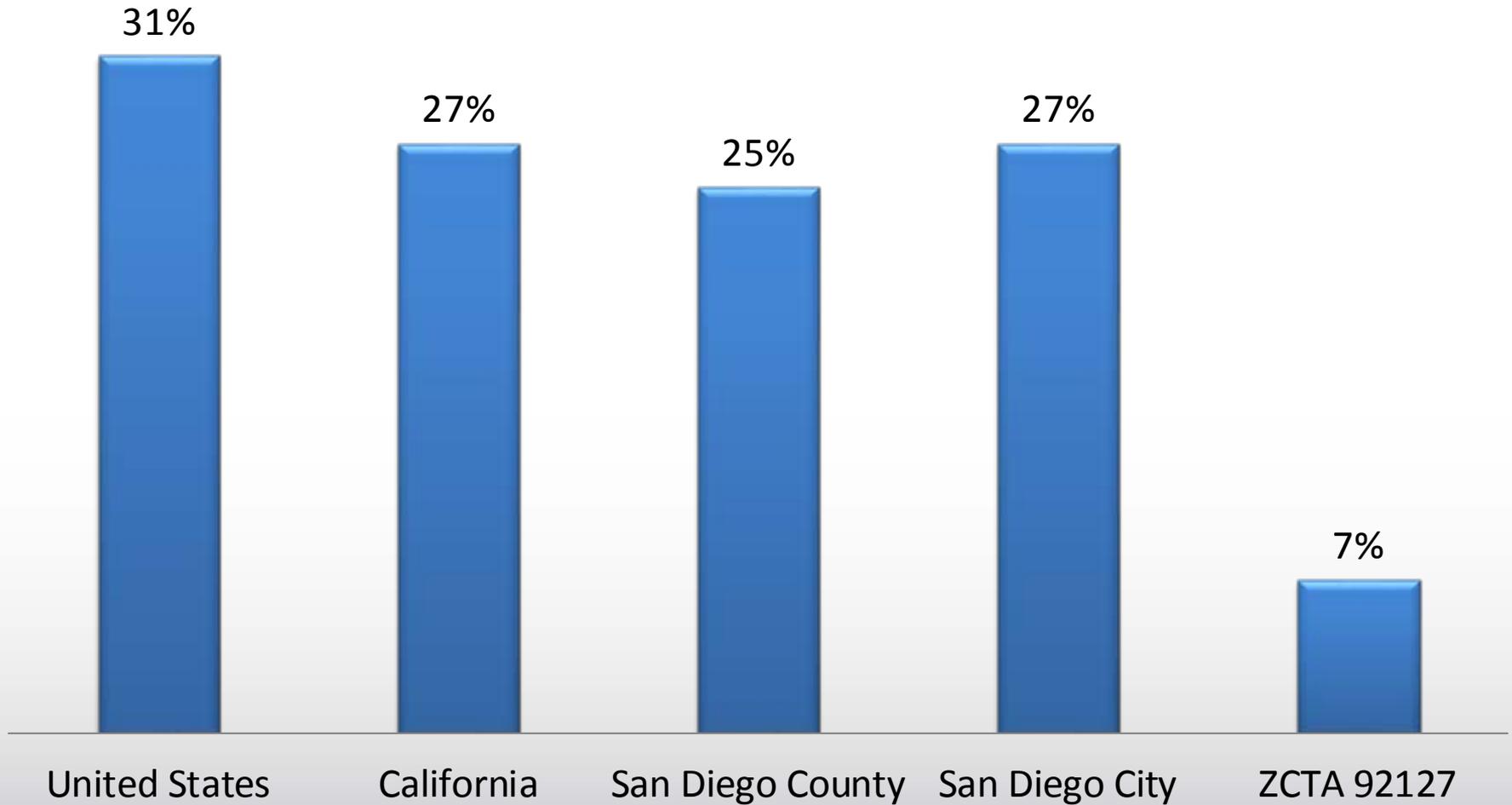
Source: American Community Survey 5-Year Estimates 2009-2013

Families below Poverty Level



Source: American Community Survey 5-Year Estimates 2009-2013

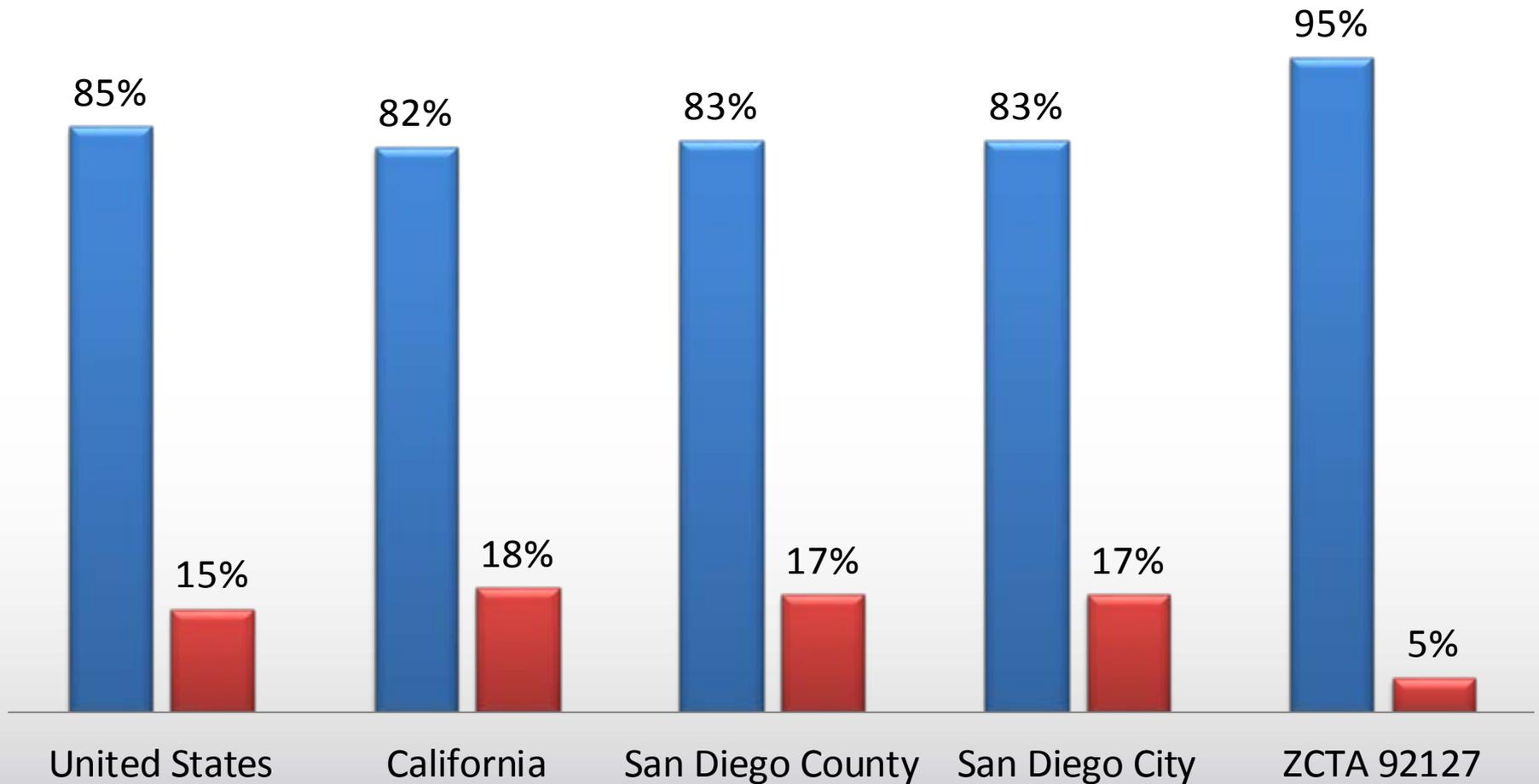
Female Householder (no husband) below Poverty Level



Source: American Community Survey 5-Year Estimates 2009-2013

Insurance Coverage

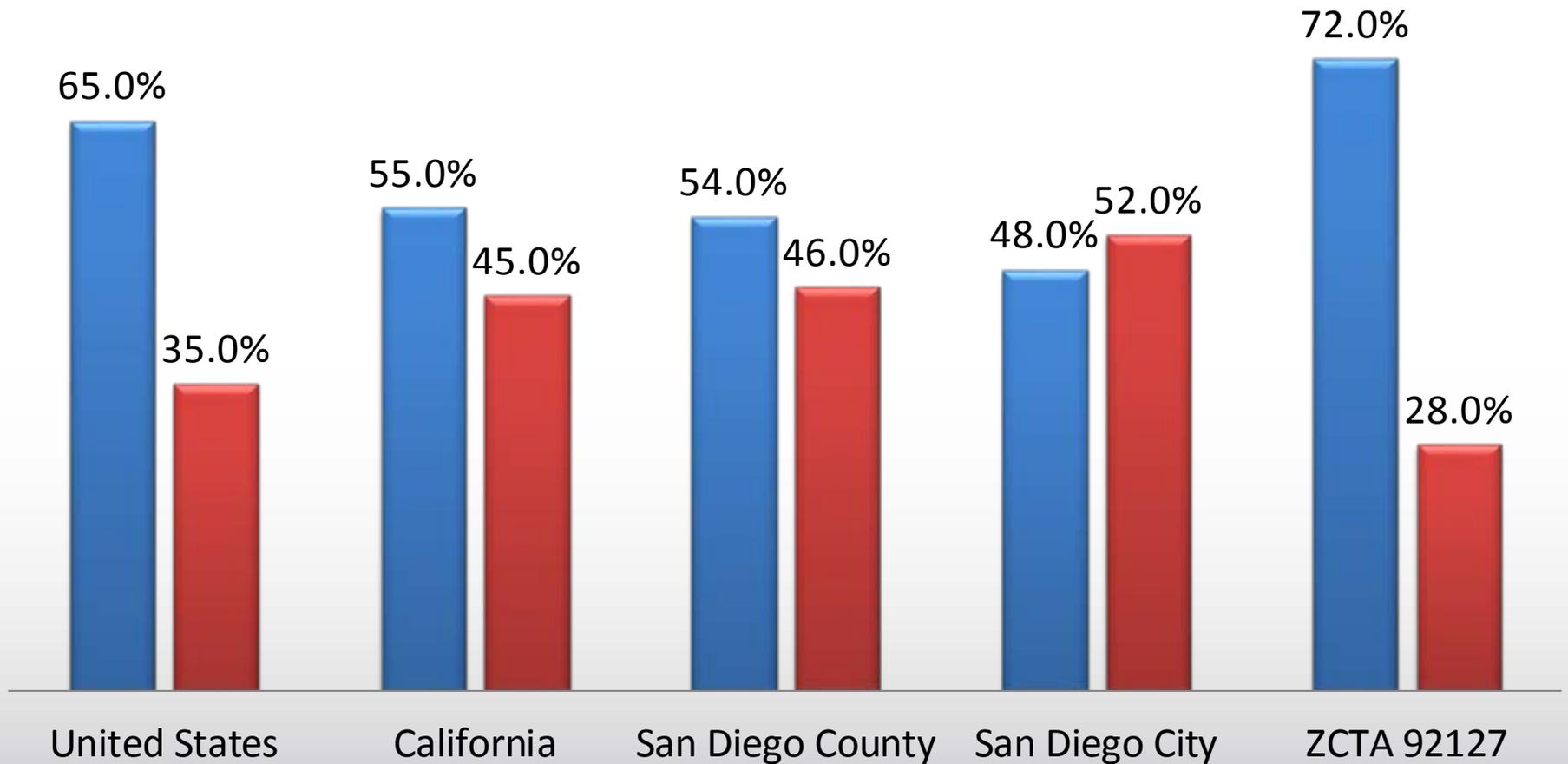
■ With Health Insurance ■ No Health Insurance



Source: American Community Survey 5-Year Estimates 2009-2013

Tenure

■ Owner Occupied ■ Renters



Source: American Community Survey 5-Year Estimates 2009-2013

Margin of Error (MOE)

- **Margin of Error Definition:**
A measure of the precision of an estimate at a given level of confidence (90%, 95%, 99%)
 - MOEs at the 90% confidence level for all published ACS estimates
- **Confidence Interval Definition:**
A range that is expected to contain the population value of the characteristic with a known probability

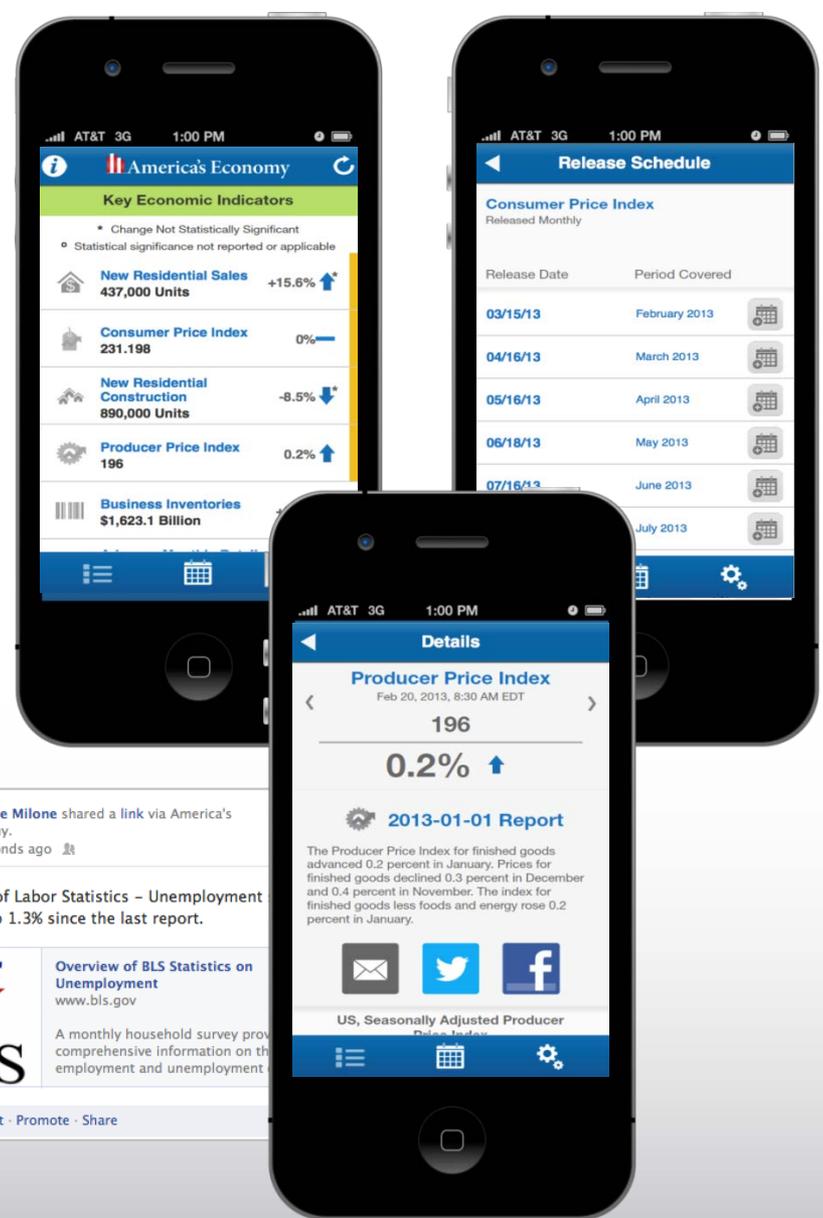
Note: *The previous slides' data are not tested for statistical significance*

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America's Economy

- Provides the latest data for the principal federal economic indicators, including BEA and BLS; 20 indicators
- Allows businesses to have this information at their finger tips when making important decisions everyday.
- Added BLS's Consumer Price Index (CPI), Producer Price Index (PPI) and Non-farm Payroll; Rental Vacancy Rates



dwellr

- Uses your preferences to create a list of top 25 places and gives you information about each one.
- Uses the GPS feature in your phone to provide you with statistics for your current location.
- Uses statistics that are powered by the American Community Survey,

Discover the **NEW** Census Bureau App

Now you can discover new places in the United States right from your phone. The dwellr app matches U.S. Census Bureau statistics with your location preferences to introduce you to new travel destinations, relocation possibilities and interesting characteristics about your very own community.

Available on the Android App Store

Available on the iPhone App Store

Download Now

dwellr

1. me

2. my community

3. my ideal place

Result

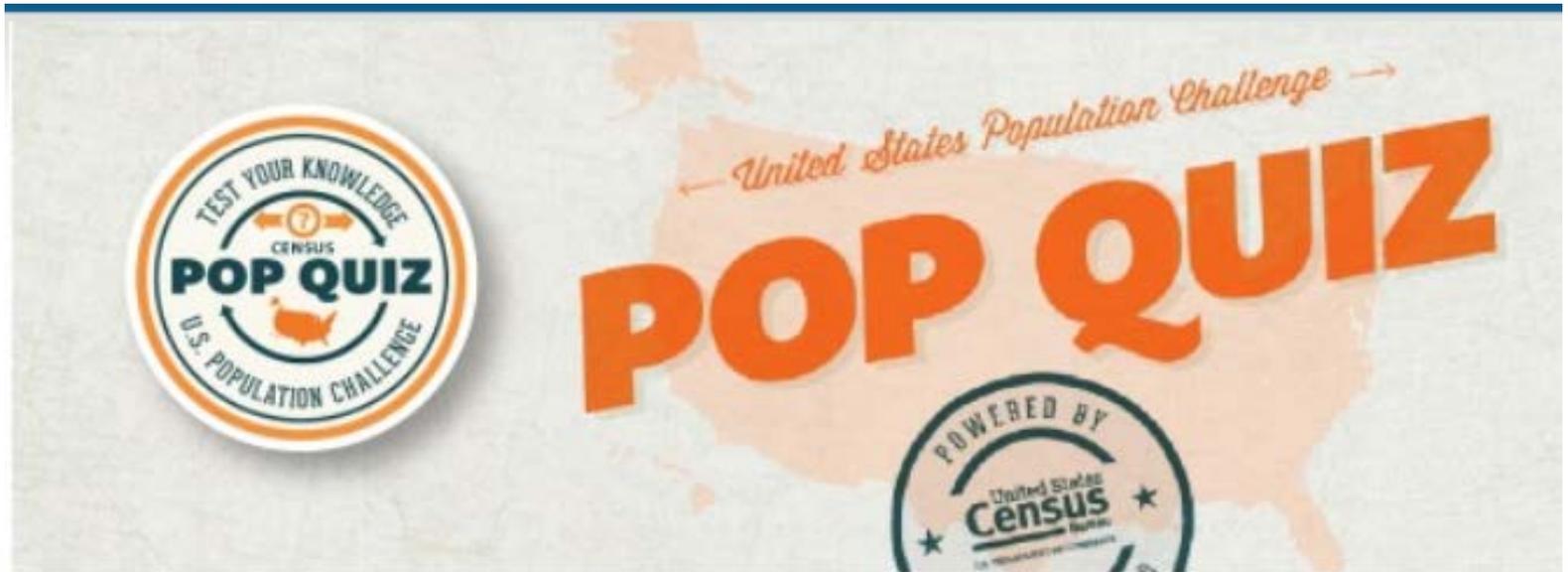
New York, NY

Explore more data about this location.

Total Population: 8,128,980
Median Housing Value: \$514,900

Age: 20 to 34 yrs. old	25%
Marital Status: Married	43%
Education: Bachelor's Degree	19%

POP QUIZ



- This new mobile app from the Census Bureau challenges a user's knowledge of the 50 states and the District of Columbia.
- Census PoP Quiz is available for download to Android and Apple products.

Census Data Products

- Population Finder
- Quick Facts
- Easy Stats
- Census Explorer
- Community Facts in AFF
- Narrative Profiles
- Address Search & Census Tract Data



Contact Information:

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Partnership and Data Services

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