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

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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

<table>
<thead>
<tr>
<th></th>
<th>Census 2000</th>
<th>Census 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Population</td>
<td>33,871,648</td>
<td>37,253,956</td>
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</tbody>
</table>
California Resident Population Percent Change

<table>
<thead>
<tr>
<th>Year</th>
<th>% Change</th>
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</thead>
<tbody>
<tr>
<td>1910</td>
<td>60.10</td>
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<tr>
<td>1920</td>
<td>44.10</td>
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<tr>
<td>1930</td>
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<tr>
<td>1940</td>
<td>21.70</td>
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<td>1950</td>
<td>53.30</td>
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<td>1960</td>
<td>48.50</td>
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<td>1970</td>
<td>27.00</td>
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<td>1980</td>
<td>18.60</td>
</tr>
<tr>
<td>1990</td>
<td>25.70</td>
</tr>
<tr>
<td>2000</td>
<td>13.80</td>
</tr>
<tr>
<td>2010</td>
<td>10.00</td>
</tr>
<tr>
<td>Year</td>
<td>California (53)</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------</td>
</tr>
<tr>
<td>1910</td>
<td>11</td>
</tr>
<tr>
<td>1920</td>
<td>0</td>
</tr>
<tr>
<td>1930</td>
<td>9</td>
</tr>
<tr>
<td>1940</td>
<td>3</td>
</tr>
<tr>
<td>1950</td>
<td>7</td>
</tr>
<tr>
<td>1960</td>
<td>8</td>
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<tr>
<td>1970</td>
<td>5</td>
</tr>
<tr>
<td>1980</td>
<td>2</td>
</tr>
<tr>
<td>1990</td>
<td>7</td>
</tr>
<tr>
<td>2000</td>
<td>1</td>
</tr>
<tr>
<td>2010</td>
<td>0</td>
</tr>
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</table>
Congressional Seats Apportionment

<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Illinois</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>Ohio</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>Texas</td>
<td>32</td>
<td>36</td>
</tr>
<tr>
<td>California</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>Florida</td>
<td>25</td>
<td>27</td>
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<tr>
<td>Louisiana</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>New York</td>
<td>29</td>
<td>27</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>19</td>
<td>18</td>
</tr>
</tbody>
</table>
Apportionment of the U.S. House of Representatives
Based on the 2010 Census

Change from 2000 to 2010
- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House

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

U.S. Department of Commerce

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
Census.gov
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/p194-171.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

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- **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
US Population Projections

- 2015: 321,363
- 2020: 333,896
- 2025: 346,407
- 2030: 358,471
- 2035: 369,662
- 2040: 380,016
- 2045: 389,934
- 2050: 399,803
- 2055: 409,873
- 2060: 420,268
## Older Population (in thousands)

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

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

Married-Couple Households by Nativity and Citizenship

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

- Both spouses are native: 44.1 million households (79.5%)
- One spouse is native, one spouse is foreign-born: 4.1 million households (7.4%)
- Both spouses are foreign-born: 7.3 million households (13.2%)

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

### Income, Poverty & Health Insurance

Income, Poverty & Health Insurance
American Community Survey Statistics for **Pittsburgh Metro Area, 2007–2012**

- **Median household income**
  - In 2012 inflation-adjusted dollars
  - Pittsburgh metro area and All U.S. metro areas

- **Percentage of people in poverty**
  - Pittsburgh metro area
  - All U.S. metro areas

- **Percentage of people without health insurance**
  - Pittsburgh metro area
  - All U.S. metro areas

Source: 2007–2012 American Community Surveys
For more information, visit census.gov
American Community Survey
Housing Characteristics

- Tenure
- Occupancy & Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/Monthly Rent
## ACS Data Products
### Annual Releases with Population Thresholds

<table>
<thead>
<tr>
<th>Data Product (next release)</th>
<th>Population Threshold of Statistical Area</th>
<th>Year of Data Release</th>
<th>Year(s) of Data Collection</th>
</tr>
</thead>
</table>

* 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.
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Households (in millions)

- **United States**: 115.6
- **California**: 12.5
- **San Diego County**: 1.1
- **San Diego City**: 0.48
- **ZCTA 92127**: 0.0013

Source: American Community Survey 5-Year Estimates 2009-2013
Average Household Size

Source: American Community Survey 5-Year Estimates 2009-2013
Households with Children <18 yrs. Old

- United States: 33.0%
- California: 37.0%
- San Diego County: 34.0%
- San Diego City: 31.0%
- ZCTA 92127: 51.0%

Source: American Community Survey 5-Year Estimates 2009-2013
Place of Birth

- **US Native Population**
- **Foreign Born**

<table>
<thead>
<tr>
<th>Location</th>
<th>US Native Population</th>
<th>Foreign Born</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>87.0%</td>
<td>13.0%</td>
</tr>
<tr>
<td>California</td>
<td>73.0%</td>
<td>27.0%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>77.0%</td>
<td>23.0%</td>
</tr>
<tr>
<td>San Diego City</td>
<td>74.0%</td>
<td>26.0%</td>
</tr>
<tr>
<td>ZCTA 92127</td>
<td>73.0%</td>
<td>27.0%</td>
</tr>
</tbody>
</table>

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

- Naturalized Citizens
- Not a US Citizen

<table>
<thead>
<tr>
<th>Area</th>
<th>Naturalized Citizens</th>
<th>Not a US Citizen</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>45.0%</td>
<td>55.0%</td>
</tr>
<tr>
<td>California</td>
<td>47.0%</td>
<td>53.0%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>48.0%</td>
<td>52.0%</td>
</tr>
<tr>
<td>San Diego City</td>
<td>51.0%</td>
<td>49.0%</td>
</tr>
<tr>
<td>ZCTA 92127</td>
<td>65.0%</td>
<td>35.0%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 5-Year Estimates 2009-2013
Language Spoken at Home

Speak other than English at Home

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>21.0%</td>
</tr>
<tr>
<td>California</td>
<td>44.0%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>37.0%</td>
</tr>
<tr>
<td>San Diego City</td>
<td>40.0%</td>
</tr>
<tr>
<td>ZCTA 92127</td>
<td>36.0%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 5-Year Estimates 2009-2013
Language Spoken At Home

- **Spanish**
- **Another Language**

<table>
<thead>
<tr>
<th>Location</th>
<th>Spanish (%)</th>
<th>Another Language (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>California</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>San Diego City</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>ZCTA 92127</td>
<td></td>
<td>85%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 5-Year Estimates 2009-2013
Less Than High School Diploma

- United States: 14.0%
- California: 18.8%
- San Diego County: 14.5%
- San Diego City: 13.0%
- ZCTA 92127: 3.1%

Source: American Community Survey 5-Year Estimates 2009-2013
High School Diploma or Equivalent

28.1% United States
20.7% California
19.1% San Diego County
16.4% San Diego City
11.2% ZCTA 92127

Source: American Community Survey 5-Year Estimates 2009-2013
Some College - No Degree

- United States: 21.2%
- California: 22.1%
- San Diego County: 22.7%
- San Diego City: 21.3%
- ZCTA 92127: 15.4%

Source: American Community Survey 5-Year Estimates 2009-2013
The chart shows the percentage of people with an Associate's Degree in different areas:

- United States: 7.8%
- California: 7.8%
- San Diego County: 9.1%
- San Diego City: 7.6%
- ZCTA 92127: 4.6%

Source: American Community Survey 5-Year Estimates 2009-2013
Bachelor's Degree

United States: 18.0%
California: 19.4%
San Diego County: 21.5%
San Diego City: 25.0%
ZCTA 92127: 37.5%

Source: American Community Survey 5-Year Estimates 2009-2013
Graduate or Professional Degree

- United States: 10.8%
- California: 11.2%
- San Diego County: 13.1%
- San Diego City: 16.7%
- ZCTA 92127: 28.1%

Source: American Community Survey 5-Year Estimates 2009-2013
High School and higher

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>85.9%</td>
</tr>
<tr>
<td>California</td>
<td>81.2%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>85.5%</td>
</tr>
<tr>
<td>San Diego City</td>
<td>87.0%</td>
</tr>
<tr>
<td>ZCTA 92127</td>
<td>96.8%</td>
</tr>
</tbody>
</table>

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)

United States: 58.0%, 36.0%
California: 56.0%, 36.0%
San Diego County: 56.0%, 35.0%
San Diego City: 58.0%, 33.0%
ZCTA 92127: 65.0%, 30.0%

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)

- United States: 78.8% Private, 14.9% Federal, 6.2% Self-employed
- California: 77.0% Private, 14.4% Federal, 8.4% Self-employed
- San Diego County: 76.9% Private, 15.2% Federal, 7.7% Self-employed
- San Diego City: 77.1% Private, 15.3% Federal, 7.5% Self-employed
- ZCTA 92127: 81.7% Private, 11.9% Federal, 6.3% Self-employed

Source: American Community Survey 5-Year Estimates 2009-2013
Commuting to Work (Mean Travel Time)

United States: 26.0
California: 27.0
San Diego County: 24.0
San Diego City: 22.0
ZCTA 92127: 26.0

Source: American Community Survey 5-Year Estimates 2009-2013
Median Household Income

United States: $53,046
California: $61,094
San Diego County: $62,962
San Diego City: $64,058
ZCTA 92127: $120,106

Source: American Community Survey 5-Year Estimates 2009-2013
Families below Poverty Level

<table>
<thead>
<tr>
<th>Location</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>11%</td>
</tr>
<tr>
<td>California</td>
<td>12%</td>
</tr>
<tr>
<td>San Diego County</td>
<td>10%</td>
</tr>
<tr>
<td>San Diego City</td>
<td>11%</td>
</tr>
<tr>
<td>ZCTA 92127</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: American Community Survey 5-Year Estimates 2009-2013
Female Householder (no husband) below Poverty Level

- United States: 31%
- California: 27%
- San Diego County: 25%
- San Diego City: 27%
- ZCTA 92127: 7%

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

- **With Health Insurance**
- **No Health Insurance**

- **United States**: 85% with health insurance, 15% no health insurance
- **California**: 82% with health insurance, 18% no health insurance
- **San Diego County**: 83% with health insurance, 17% no health insurance
- **San Diego City**: 83% with health insurance, 17% no health insurance
- **ZCTA 92127**: 95% with health insurance, 5% no health insurance

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

- **United States**: 65.0% Owner Occupied, 35.0% Renters
- **California**: 55.0% Owner Occupied, 45.0% Renters
- **San Diego County**: 54.0% Owner Occupied, 46.0% Renters
- **San Diego City**: 48.0% Owner Occupied, 52.0% Renters
- **ZCTA 92127**: 72.0% Owner Occupied, 28.0% 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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Mobile Apps
census.gov/mobile
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,
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
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