Data on a Deadline:
Quick Reports and Interactive Maps

April 8, 2019

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

United States Census Bureau

U.S. D
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Agenda

About the Census Bureau

American Community Survey

- Overview
- Geography

Longitudinal Employer-Household Dynamics

- Overview

Accessing Census Data

- AFF, API, CBB, Infographics, etc

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - **The Decennial Census** – the once-a-decade population and housing count of the United States
  - **The American Community Survey** – the ongoing annual survey of the nation's population
  - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
  - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

Decennial Population and Housing Census
Every 10 years

Economic Census
Every 5 years

Census of Governments
Every 5 years

American Community Survey
Annual

Annual Retail Trade
Annual

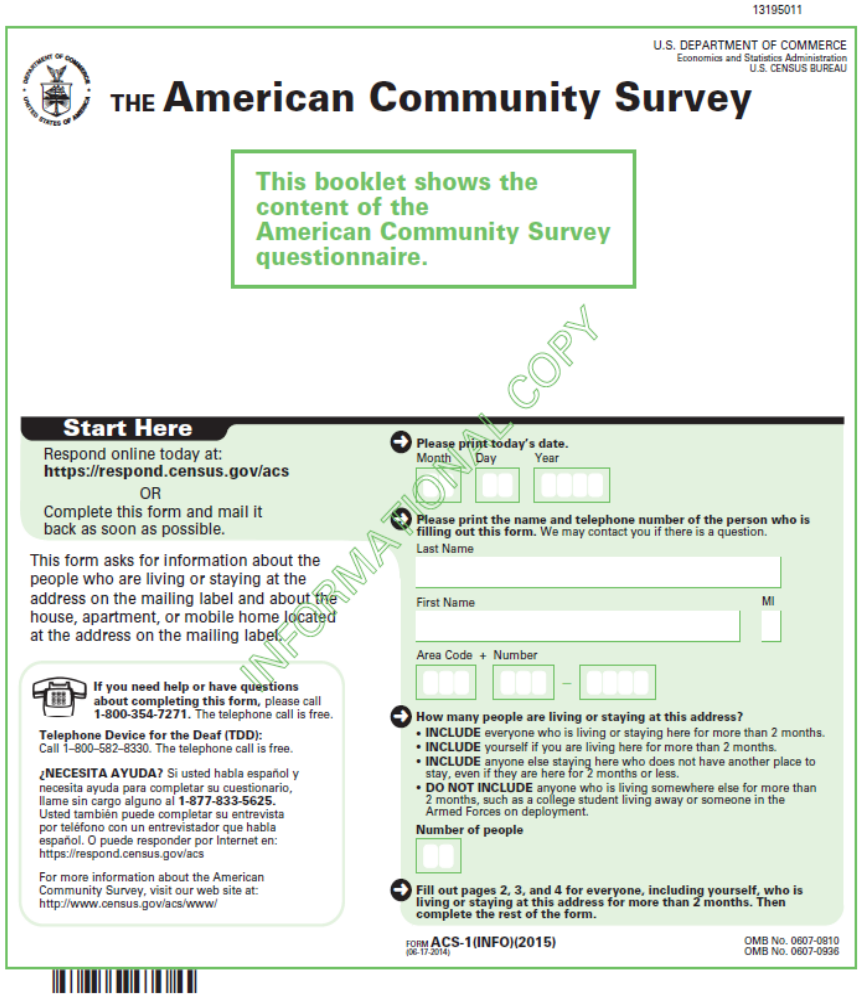
Plus more than 130 demographic and economic surveys every year

The American Community Survey

The Foundation

The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** households and informs over **$675 billion** of Federal government spending each year
    - Visit 20,000 Group Quarter facilities and sample approximately 194,000 residents each year
- Covers **35+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
- Three key annual data releases:
    - 1-year Estimates (for large populations)
    - 1-year Supplemental Estimates (for small populations)
    - 5-year Estimates (for very small populations)


13195011

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

INFORMATIONAL COPY

Start Here

Respond online today at:
https://respond.census.gov/acs
OR
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1–800–582–8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al 1-877-833-5625. Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: https://respond.census.gov/acs

For more information about the American Community Survey, visit our web site at: http://www.census.gov/acs/www/

Please print today's date.
Month Day Year

Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.
Last Name
First Name MI
Area Code + Number

How many people are living or staying at this address?
- INCLUDE everyone who is living or staying here for more than 2 months.
- INCLUDE yourself if you are living here for more than 2 months.
- INCLUDE anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- DO NOT INCLUDE anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

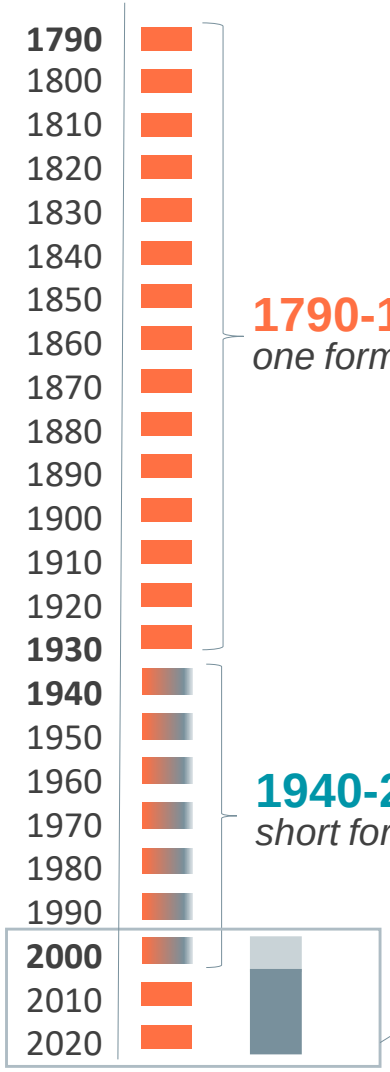
Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM ACS-1(INFO)(2015) (06-17-2014)
OMB No. 0607-0810
OMB No. 0607-0936

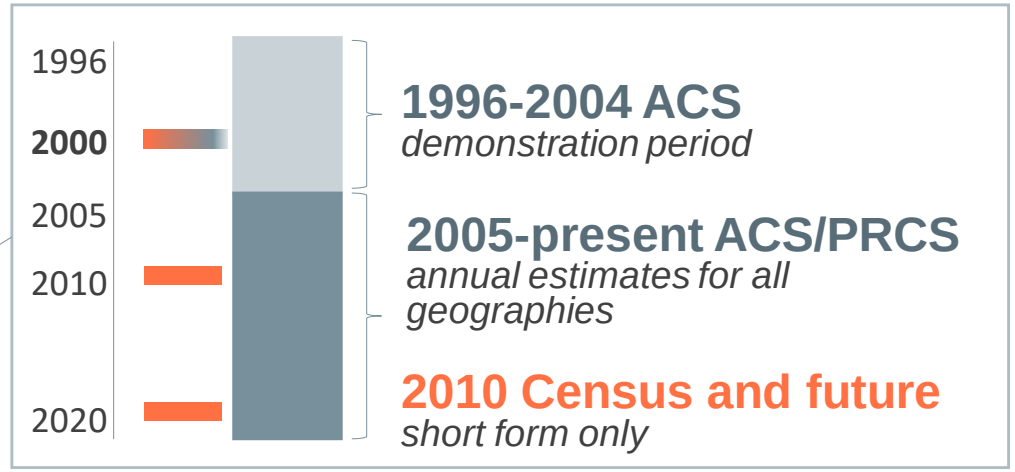
The American Community Survey

Census & ACS



1790-1930 Census
one form to all households

1940-2000 Census
short form & long form



1996-2004 ACS
demonstration period

2005-present ACS/PRCS
annual estimates for all geographies

2010 Census and future
short form only

The American Community Survey

How is the ACS Different from the Census?

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

The American Community Survey

Content Overview

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

The American Community Survey

Availability of ACS Data Products

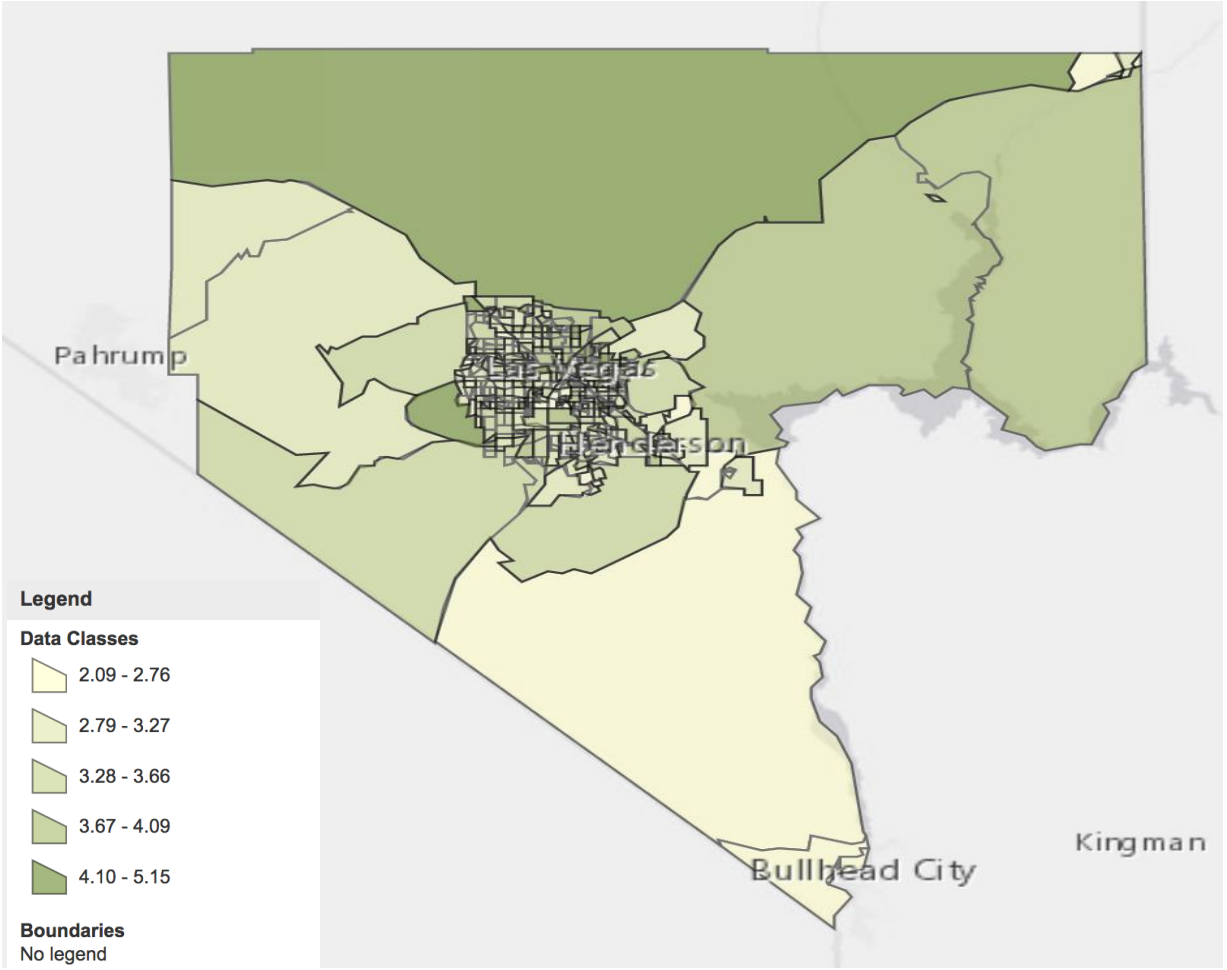
Estimated Population of Geographic Area	2017 1-Year Estimates	2017 1-Year Supplemental Estimates	2013-2017 5-Year Estimates
65,000 or more	X	X	X
20,000 to 64,999		X	X
Less than 20,000			X
Release Date	September 13, 2018	October 18, 2018	December 6, 2018

Census Geography

Selected Census Geographic Concepts—Statistical Areas

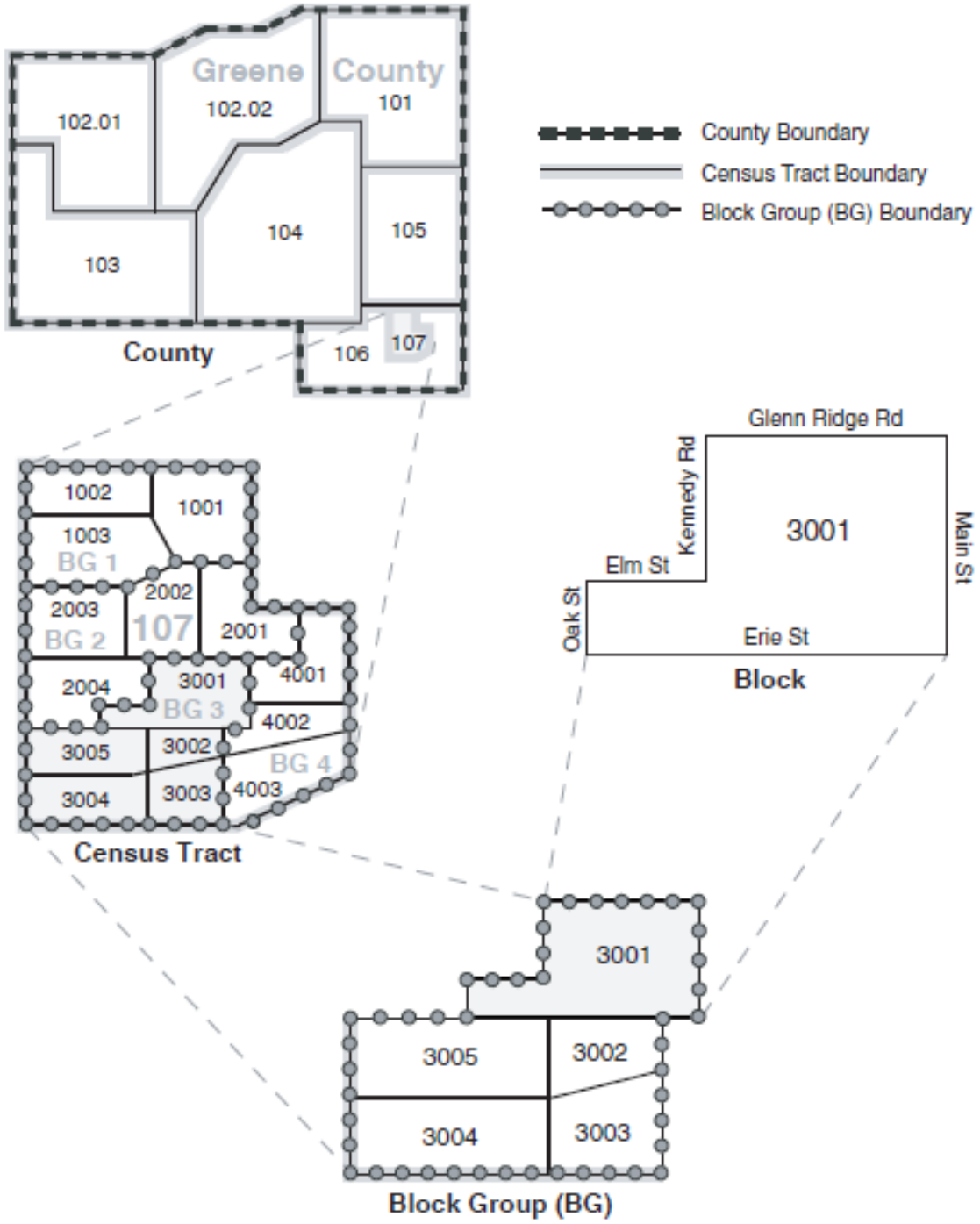
- Regions
- Divisions
- Census Designated Places
- Census County Divisions
- Public Use Microdata Areas (PUMA)
- Zip Code Tabulation Areas (ZCTAs)
- Census Tracts
- Block Groups
- Block

Average Family Size by Census Tracts in Clark County

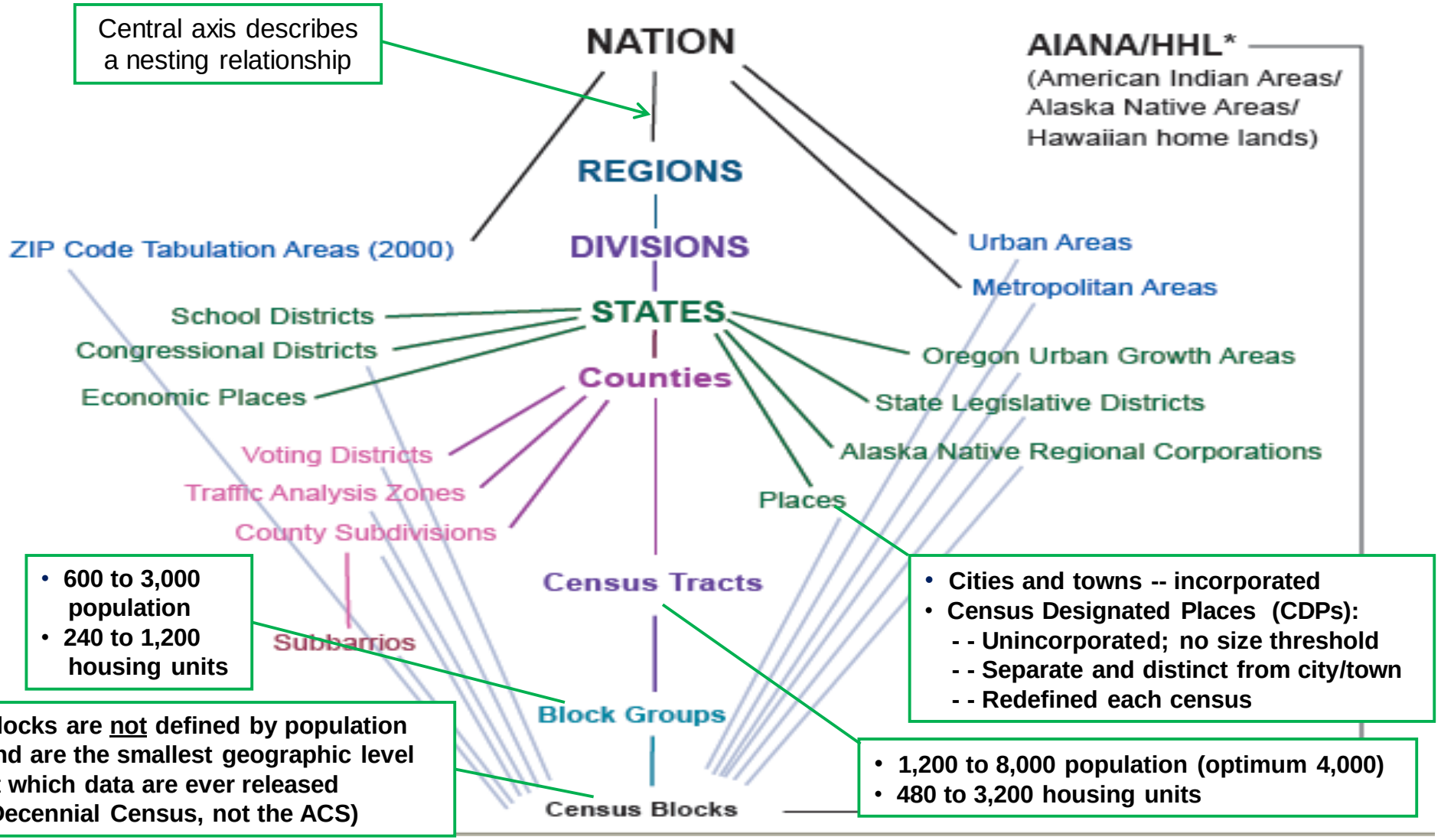


Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

Geographic Area Relationships—Small Statistical Areas



Census Geography Hierarchy



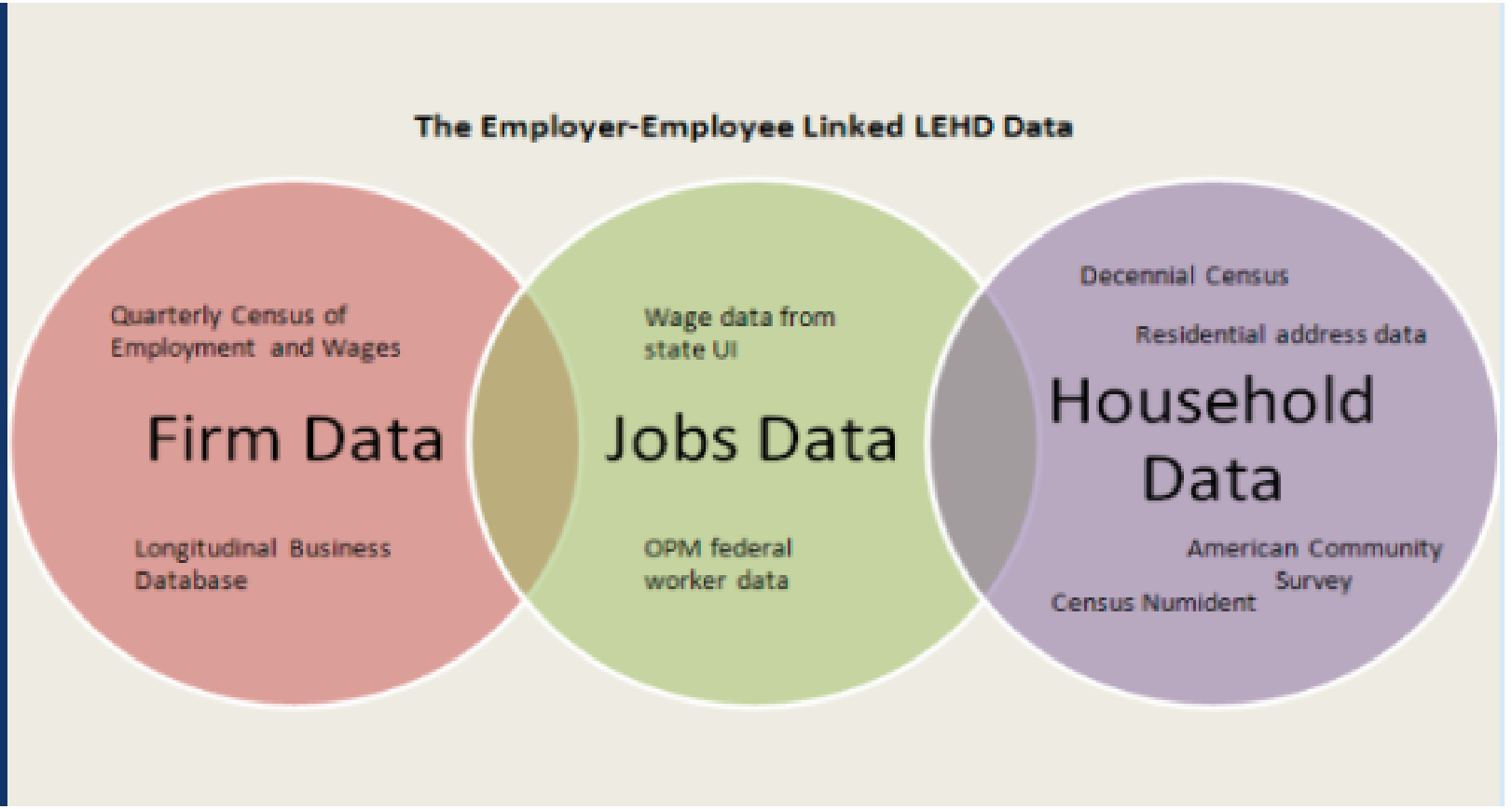
Longitudinal Employer-Household Dynamics

Longitudinal Employer-Household Dynamics (LEHD)

What is LEHD?

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

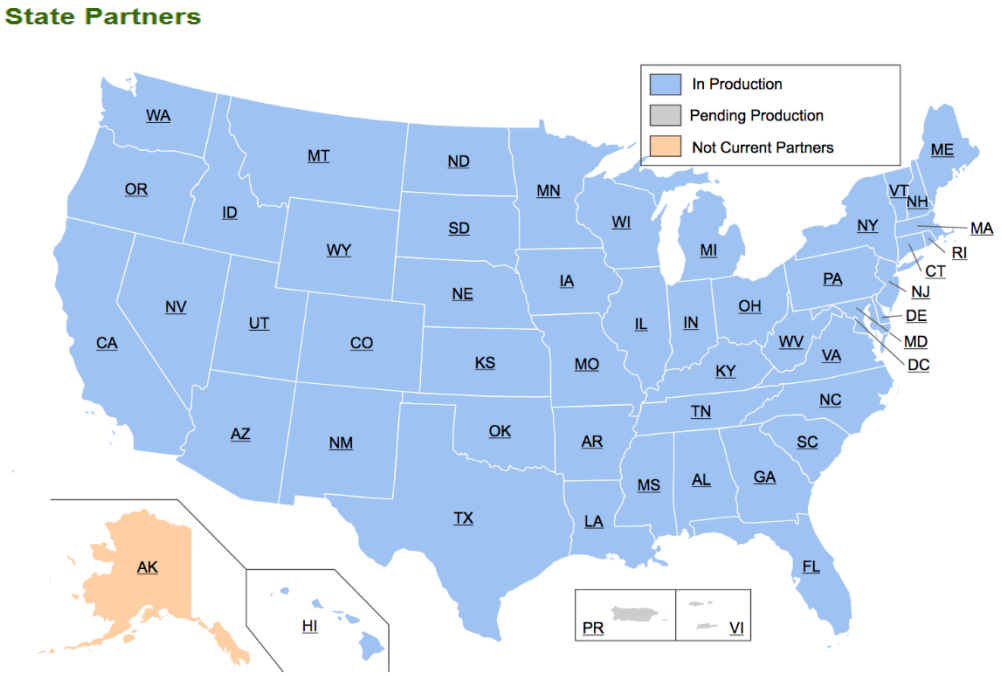
Since 1999 the Longitudinal Employer-Household Dynamics (LEHD) program at the U.S. Census Bureau has sought to fill this gap in the nation's statistical infrastructure by building a comprehensive database of longitudinally linked jobs data. The potential uses of the LEHD jobs data are far-reaching, both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



Where Do the Data Come From?

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

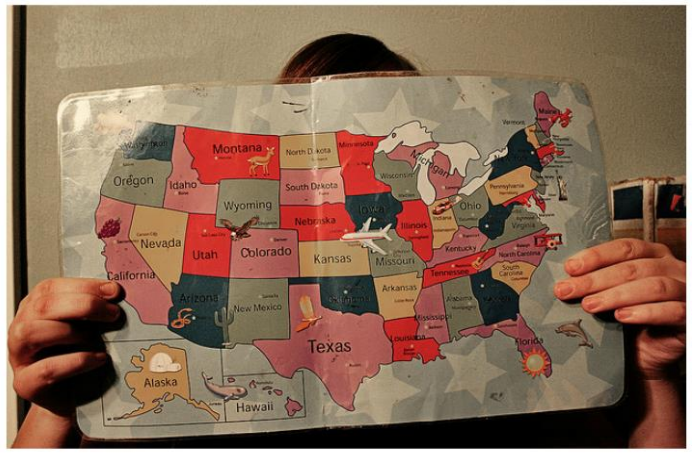
*Wyoming data available in Quarterly Workforce Indicator (QWI) Explorer tool



Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
District of Columbia
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming
Puerto Rico
Virgin Islands

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

Local Employment Dynamics: Public Use Data Products



The Quarterly Workforce Indicators (QWI)

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

Job-to-Job Flows (J2J)

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

OnTheMap/LEHD Origin-Destination Employment Statistics (LODES)

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

Post-Secondary Employment Outcomes (PSEO)

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

United States Census Bureau

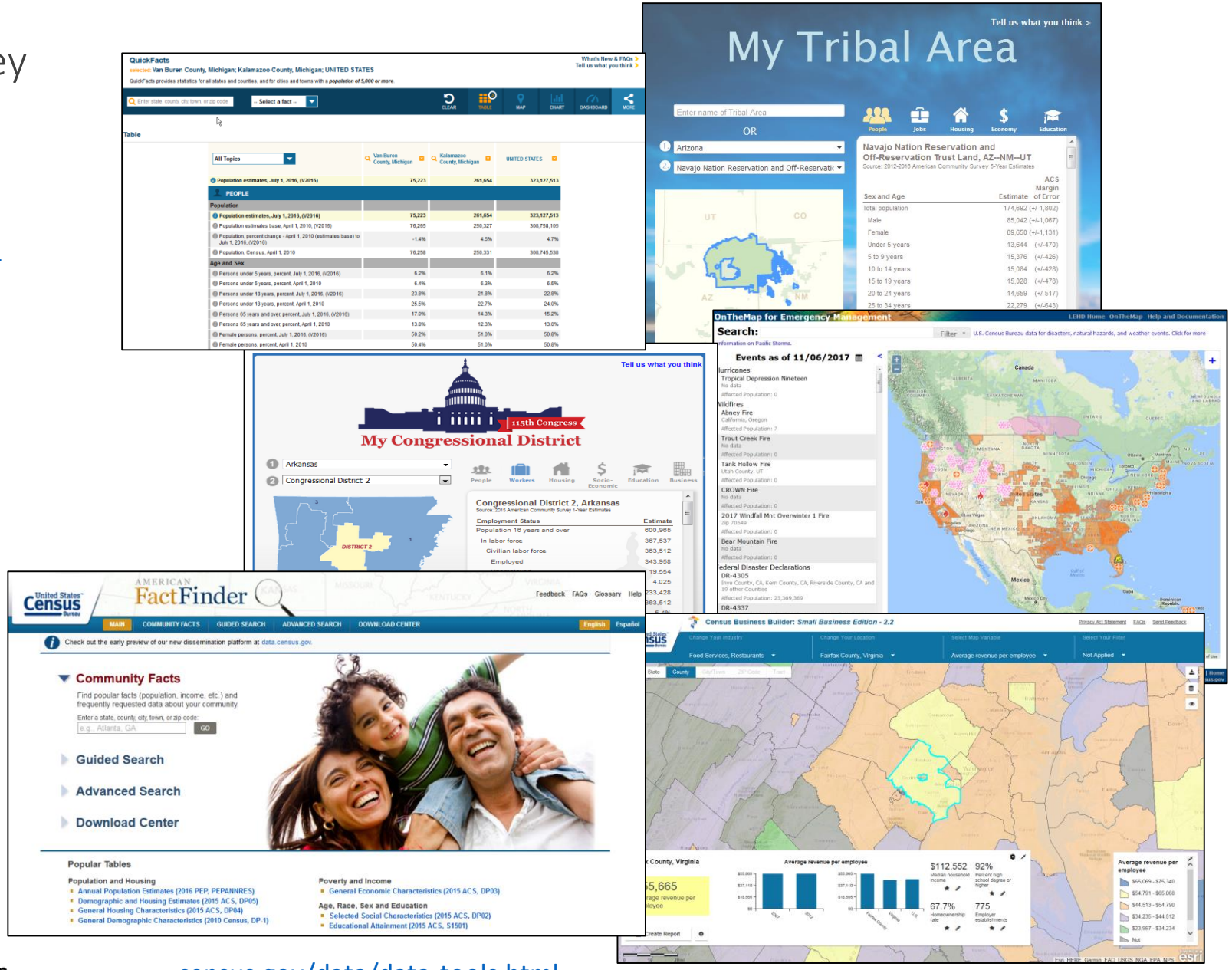
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Accessing Census Data

The American Community Survey

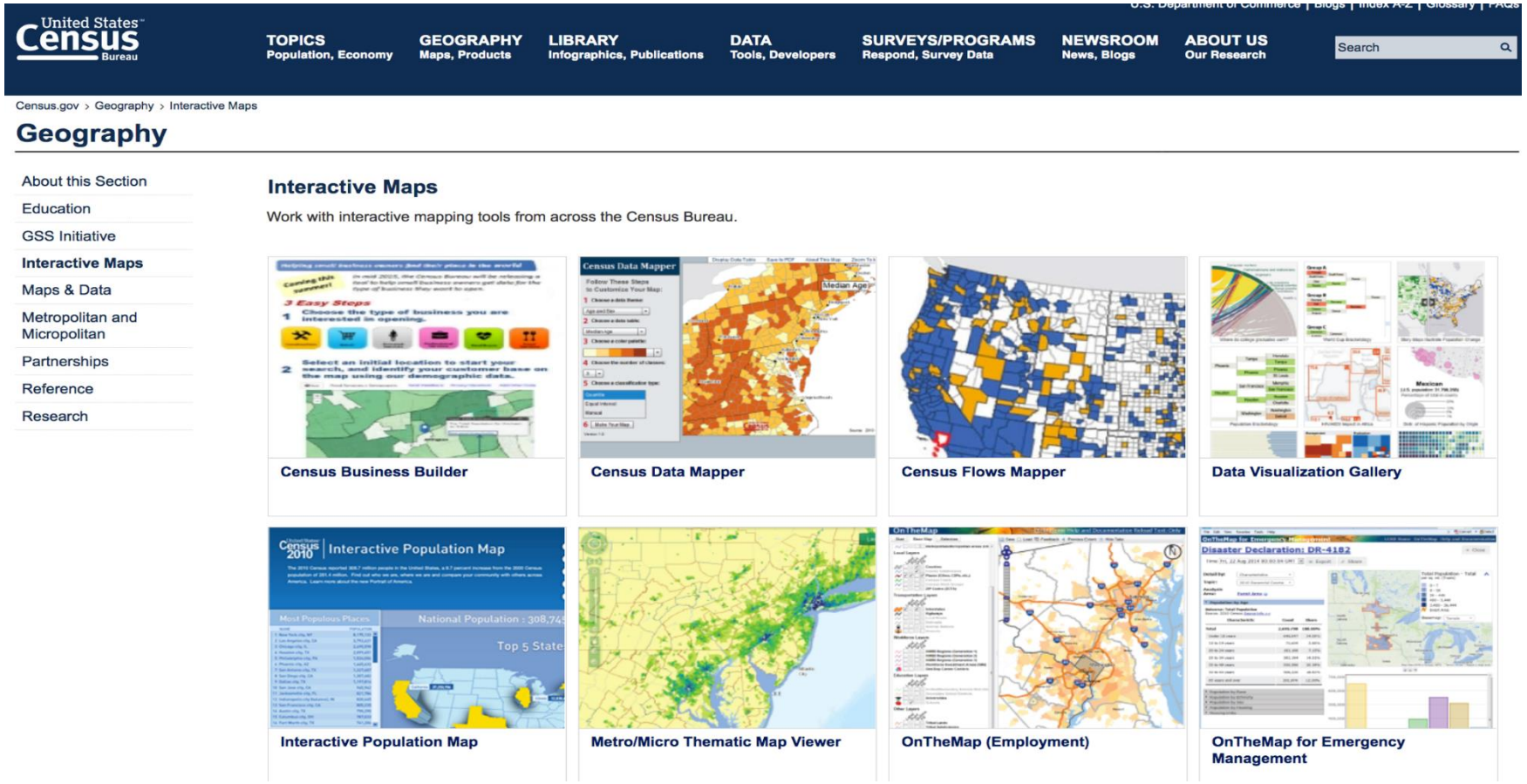
Selected Ways to Access Data

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



census.gov/data/data-tools.html

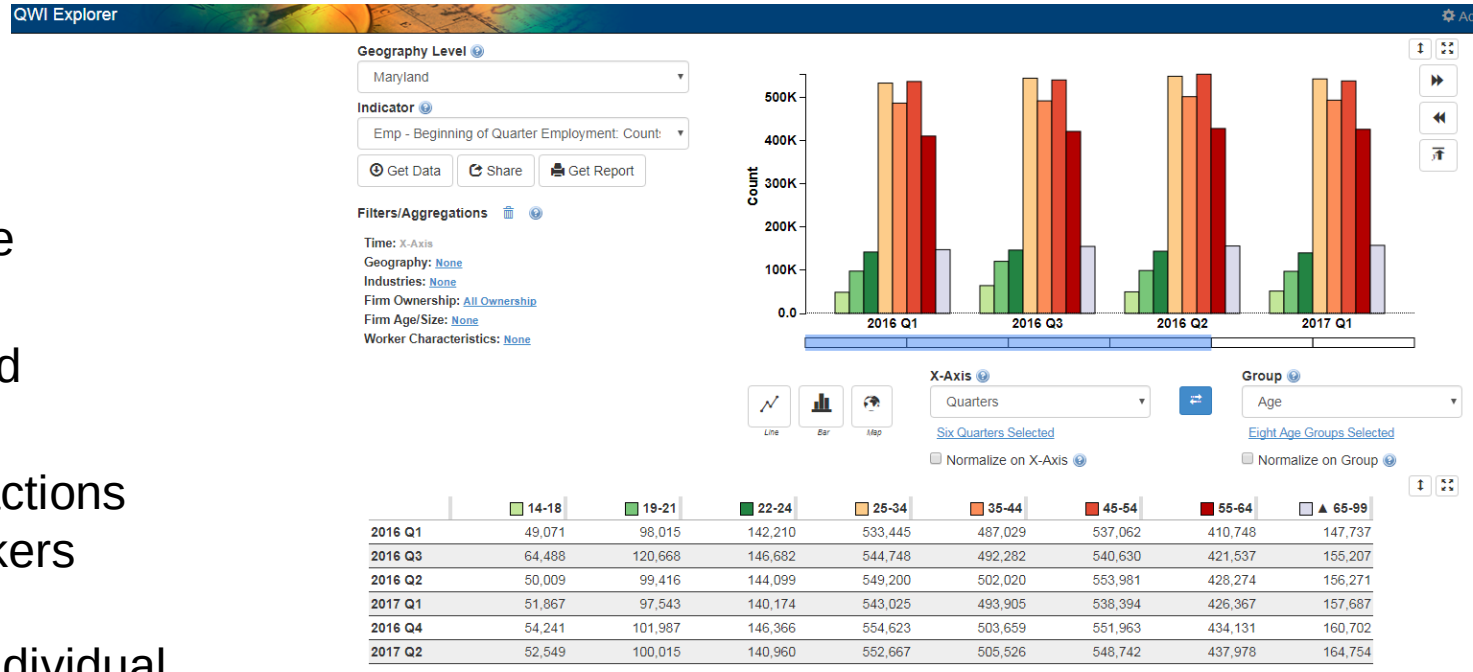
Interactive Maps



census.gov/geography/interactive-maps

QWI Explorer

- ✓ 32 Quarterly Workforce Indicators
- ✓ Flexible Pivot Table and Map/Chart interface
- ✓ Data on detailed interactions between firms and workers include employment, employment change (individual and firm), and earnings
- ✓ Analyze/report by worker demographics: age, earnings, race, ethnicity, educational attainment, and sex



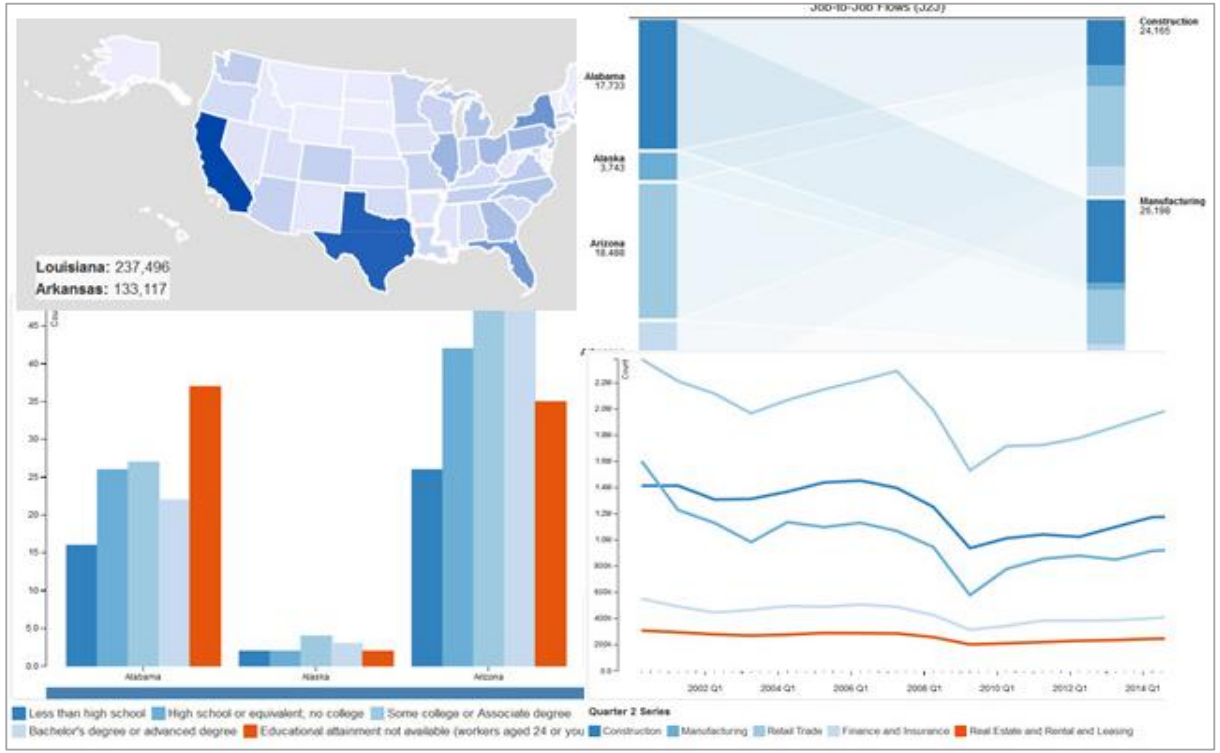
	14-18	19-21	22-24	25-34	35-44	45-54	55-64	▲ 65-99
2016 Q1	49,071	98,015	142,210	533,445	487,029	537,062	410,748	147,737
2016 Q3	64,488	120,668	146,682	544,748	492,282	540,630	421,537	155,207
2016 Q2	50,009	99,416	144,099	549,200	502,020	553,981	428,274	156,271
2017 Q1	51,867	97,543	140,174	543,025	493,905	538,394	426,367	157,687
2016 Q4	54,241	101,987	146,366	554,623	503,659	551,963	434,131	160,702
2017 Q2	52,549	100,015	140,960	552,667	505,526	548,742	437,978	164,754

- ✓ Analyze/report by firm characteristics
  - ✓ NAICS classification (sector, 3, 4)
  - ✓ Firm age and firm size
- ✓ Quarterly data (9-12 months old)
- ✓ National and 50 states available (plus DC)

(*QWI Explorer*)

J2J Explorer

- ✓ 40 Measures of Worker Reallocation
- ✓ Six Visualization Modules with a flexible dashboard interface
- ✓ Export reports to Excel or CSV
- ✓ Trace worker movements through industries, geographic labor markets, and to/from employment
- ✓ Analyze/report by origin and destination at the national and state level



- ✓ Analyze/report by
  - ✓ Origin and destination firm characteristics, NAICS Sector, Firm age and firm size
- ✓ Analyze/report by
  - ✓ Worker demographics: age, earnings, race, ethnicity, educational attainment, and sex
- ✓ Data updated every quarter

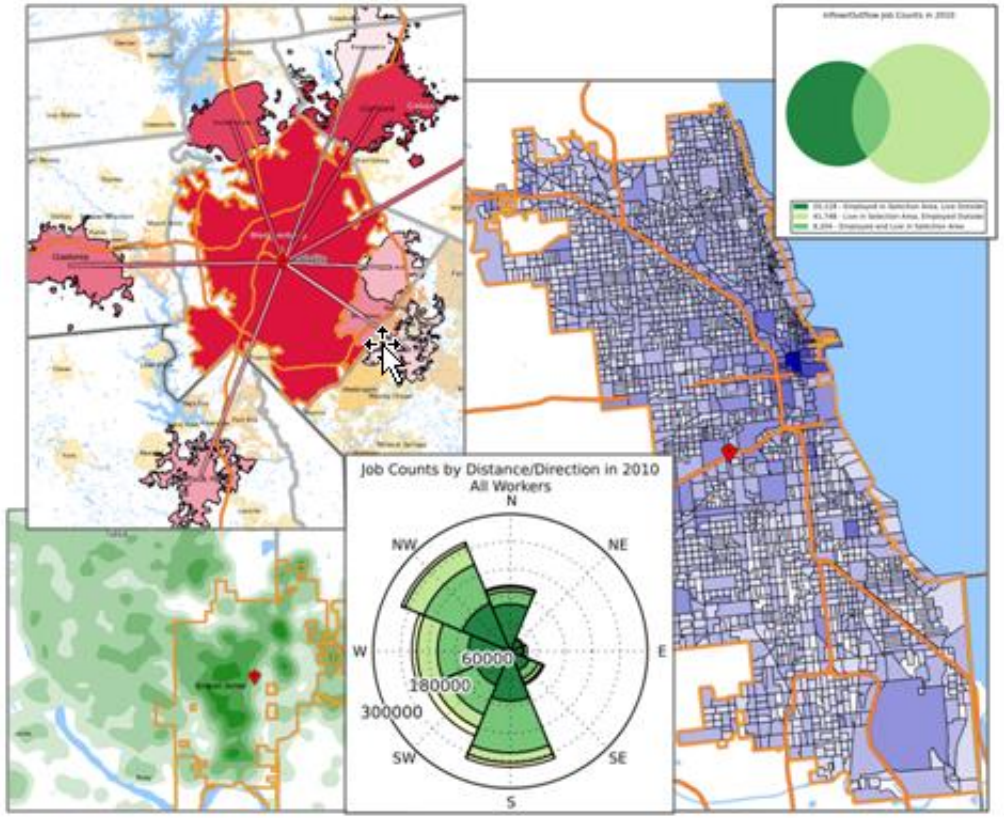
United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

(J2J Explorer)

OnTheMap

- ✓ Where do workers live?
- ✓ Where do residents work?
- ✓ What are the commuter flows of a particular area?
- ✓ Analyze/report by worker demographics
  - ✓ Age, earnings, race, ethnicity, educational attainment, and sex
- ✓ Analyze/report by firm characteristics
  - ✓ NAICS Sector, firm age, and firm size



- ✓2002-2015 annual data
- ✓50 states available (plus DC)
- ✓User-selected areas
- ✓Based on Census Blocks
- ✓Disclosure protection
- ✓Flexible Inputs/Outputs

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

(*OnTheMap*)

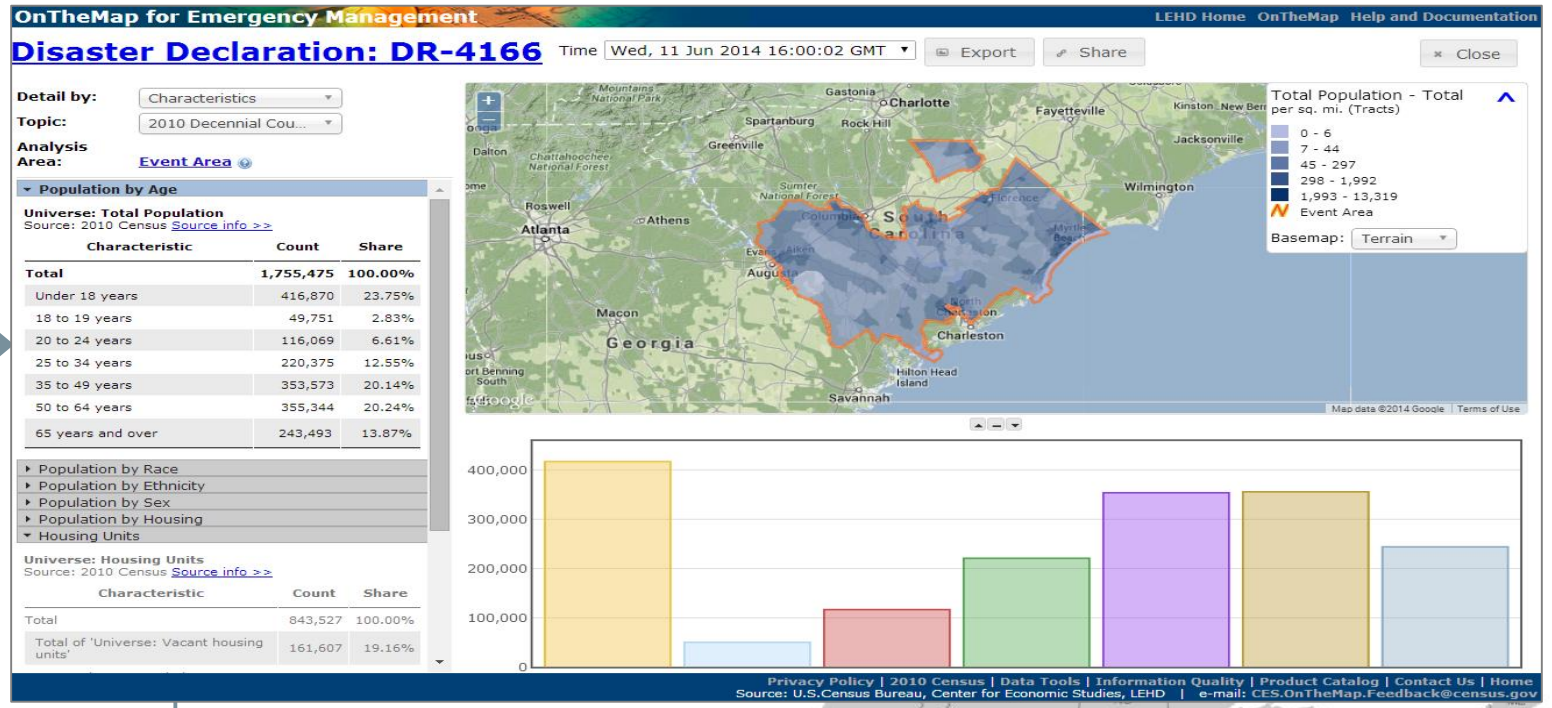
OnTheMap for Emergency Management

Hurricanes, Floods, Winter Storms

Disaster Areas

Wildfires

Demographic & Economic Data



New Public Data Service for Emergency Preparedness & Response

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

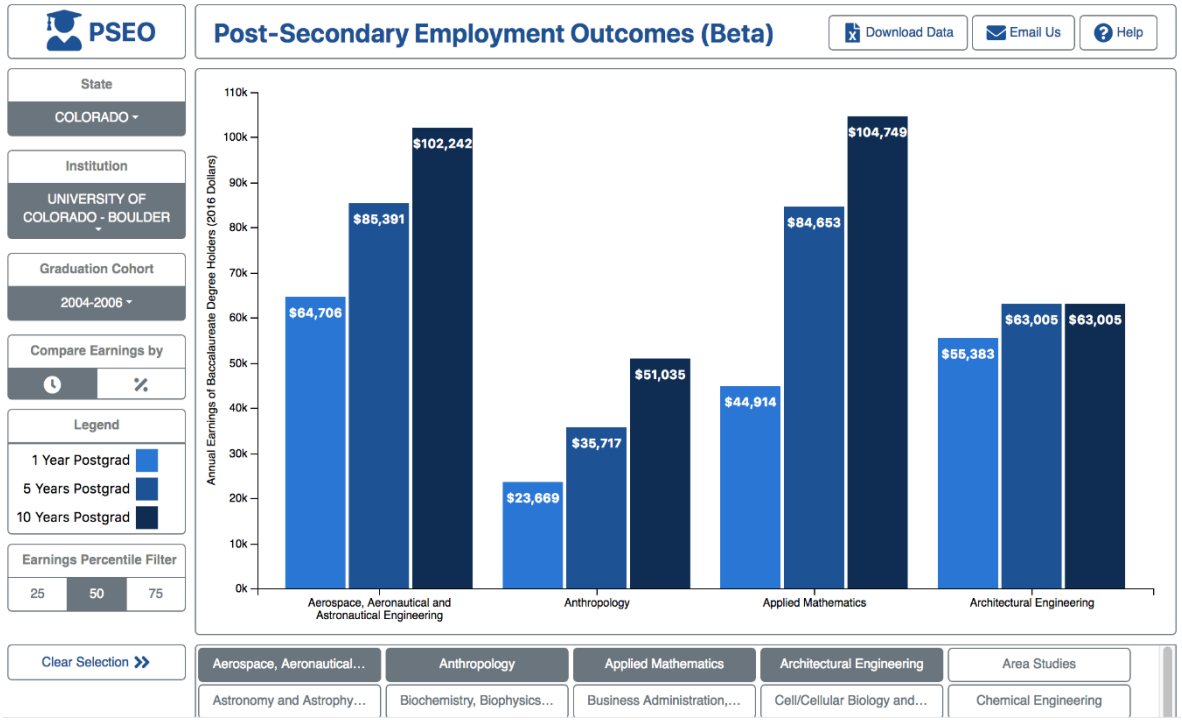
(*OnTheMapEM*)

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Post-Secondary Employment Outcomes (PSEO) (Beta)

- ✓ Experimental tabulations
- ✓ Earnings and employment outcomes for college & university graduates by degree level, degree major, and post-secondary institution.
- ✓ Sate-of-the-art confidentiality protection mechanisms to protect the underlying data
- ✓ Data sharing partnerships between universities, university systems, State DOE, State Labor Market Information offices, and the U.S. Census Bureau
- ✓ Data are currently only available for post-graduate institutions whose transcript data has been made available to Census Bureau through a data-sharing agreement (Texas & Colorado)



Download Public-Use Data

Two classes of files for Graduate Earnings tabulations:

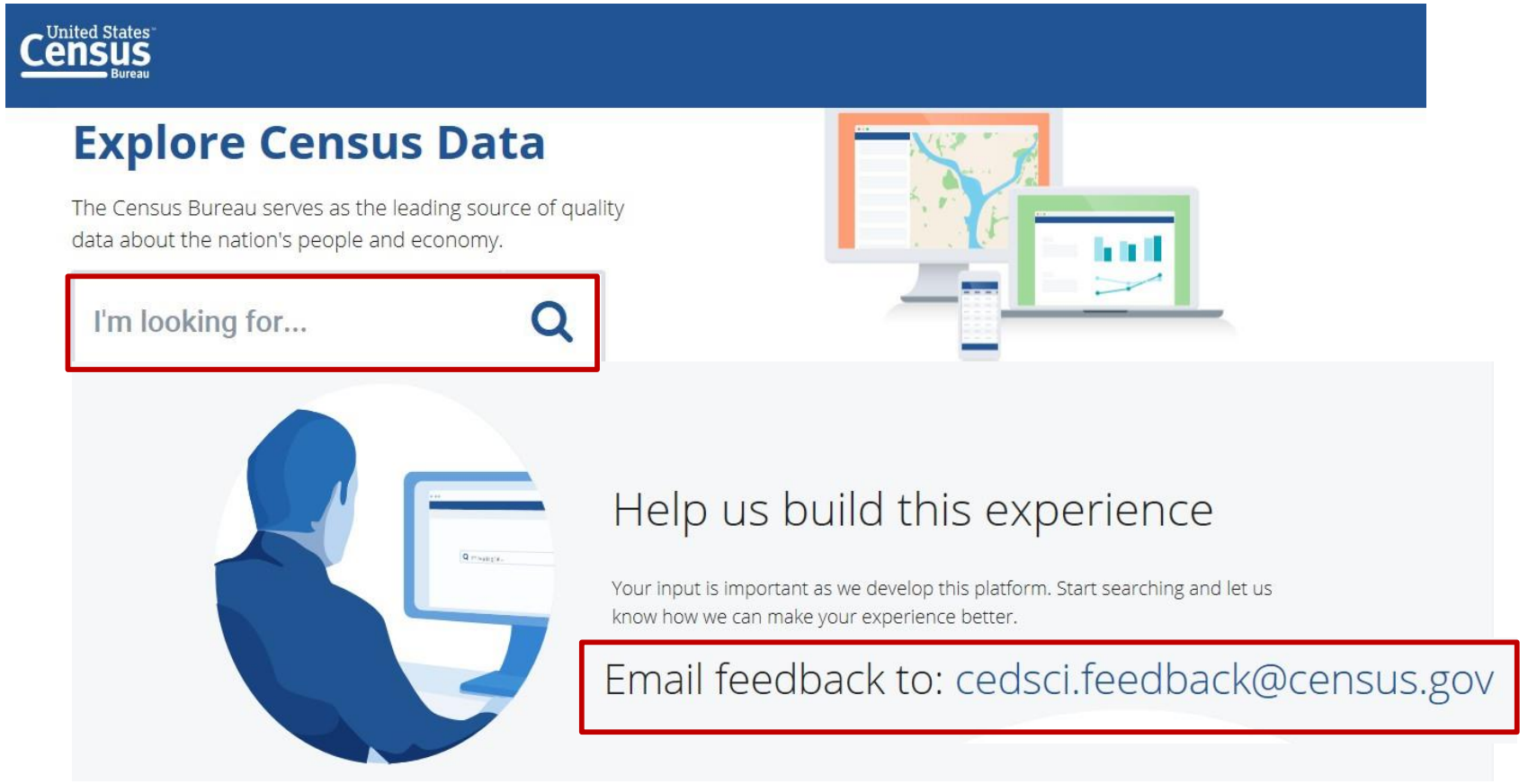
- ✓ Comprehensive dataset, which includes all institutions and crossings.
- ✓ Earnings for each system, which is a subset of the above release.

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

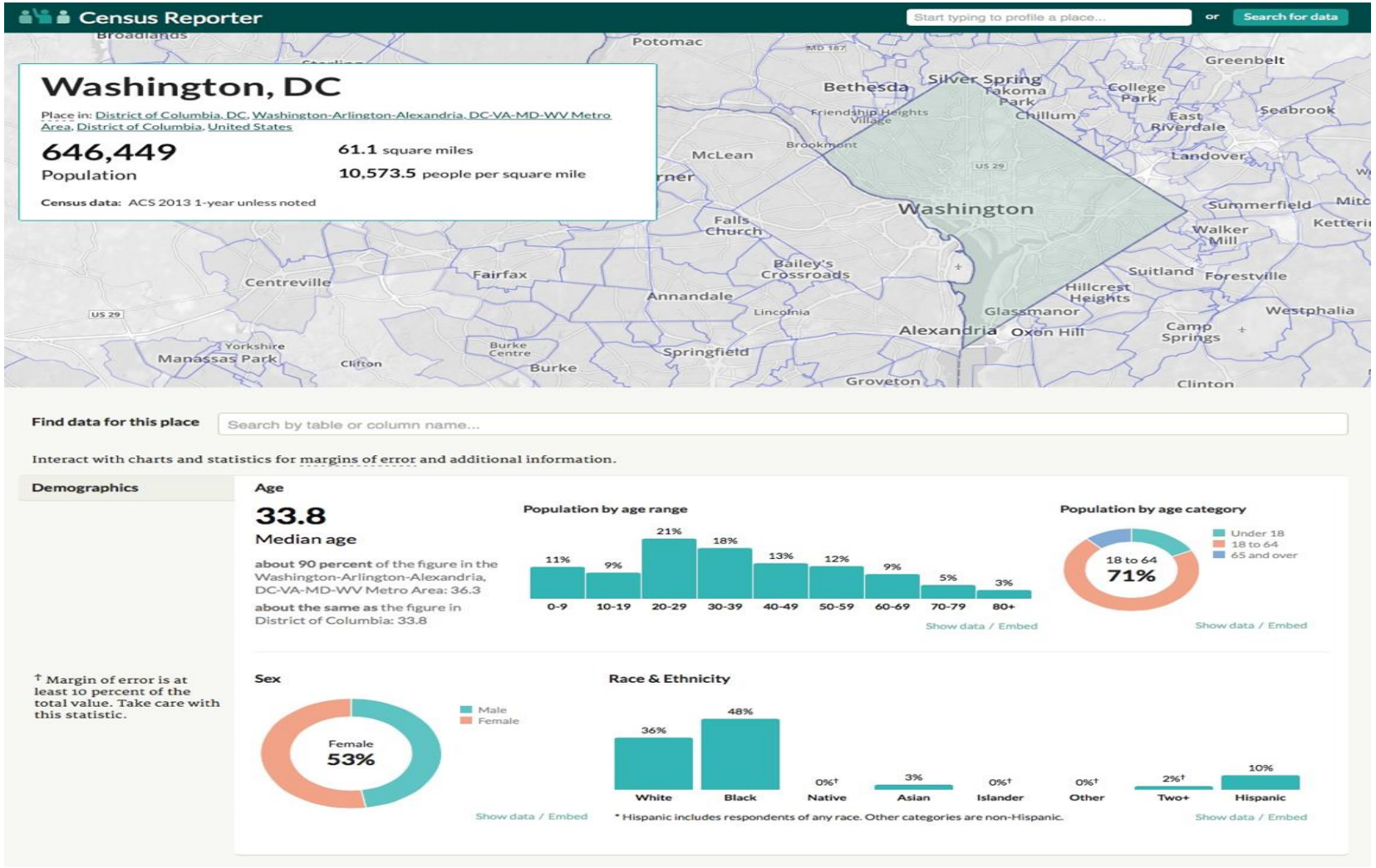
(PSEO)

Preview New Data Dissemination on Data.census.gov



*For official statistics, continue to use existing data tools on census.gov, such as American FactFinder

Census Reporter



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

censusreporter.org

Continue the Conversation #CensusAcademy

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

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

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

Public Information Office (Media)
301-763-3030

facebook.com/uscensusbureau

twitter.com/uscensusbureau

youtube.com/user/uscensusbureau

instagram.com/uscensusbureau

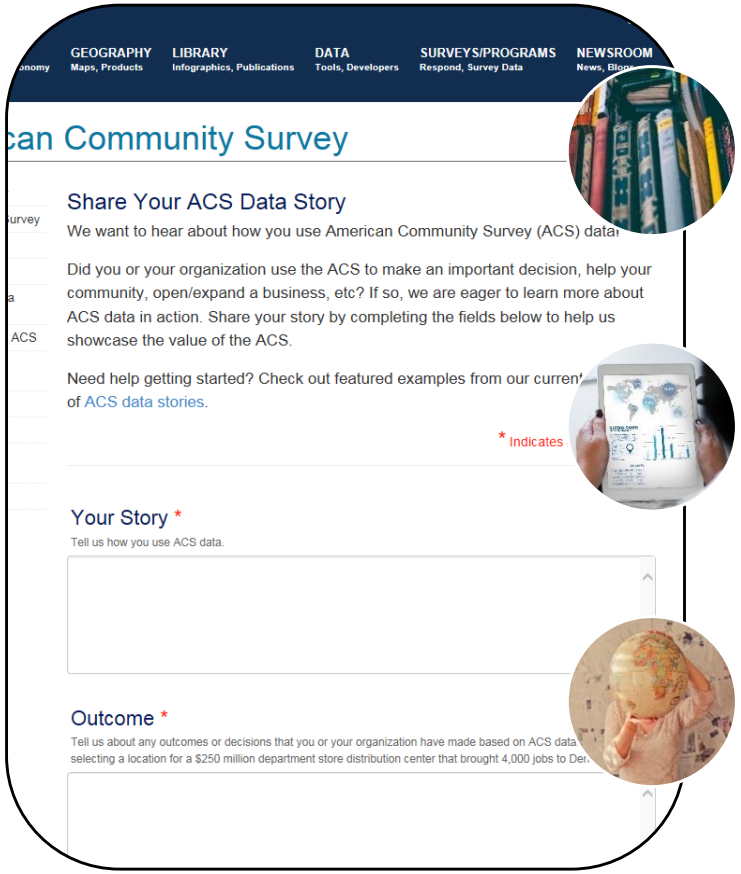
pinterest.com/uscensusbureau

linkedin.com/company/us-census-bureau

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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



Your story

Your outcome

Your data details

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

United States™ Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Additional Resources:

Want Free Training?
Need Local Stats?

U.S. Census Bureau
Data Dissemination Specialist

Eric Coyle
(702) 236-3202
eric.a.coyle@census.gov

Additional Assistance:

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

census.askdata@census.gov

Q&A and Thank You!