U.S. Census Bureau

Measuring America: People, Places, and Our Economy

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Agenda

- Importance of Census Bureau Data
- Decennial Census and the American Community Survey (ACS)
- Statistics
  - Selected ACS characteristics
- Accessing Census Bureau Data

Overview

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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

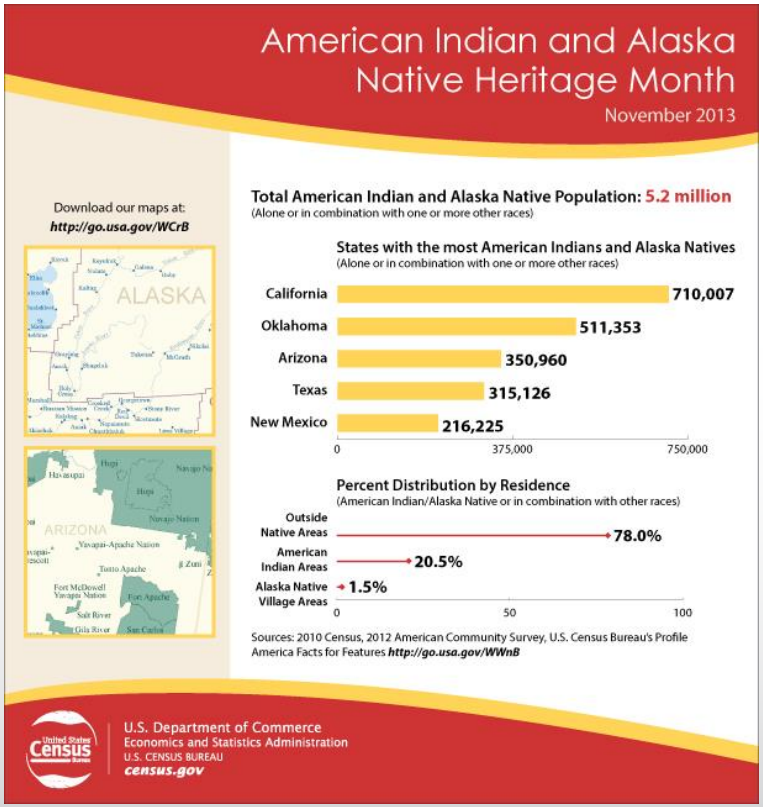
Census	ACS
Every 10 Years	Yearly
100 Percent Data	Sample Data (3.5 million year/291K monthly)
Official Count	Estimates (trends/comparisons)
Point In Time (April 1st)	Period of Time (1yr, 3yr, 5yr)

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

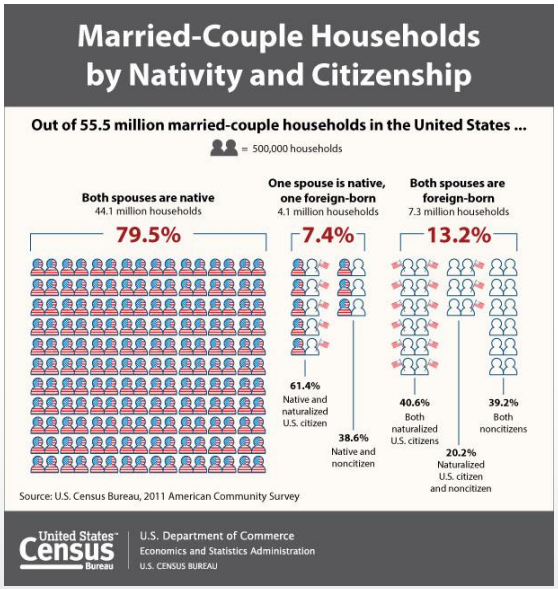
Demographic Characteristics



- Age
- Race
- Sex
- Hispanic Origin

American Community Survey

Social Characteristics

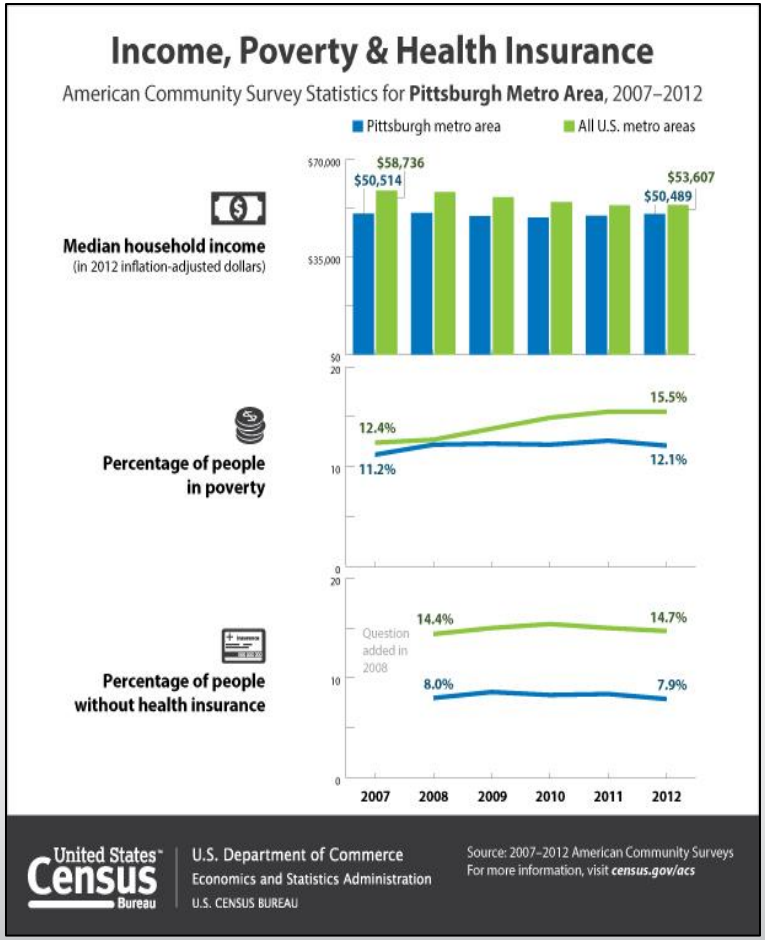


- Education
- Marital Status
- Fertility
- Grandparent/ Caregivers
- Veterans
- Disability Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry / Tribal Affiliation

American Community Survey

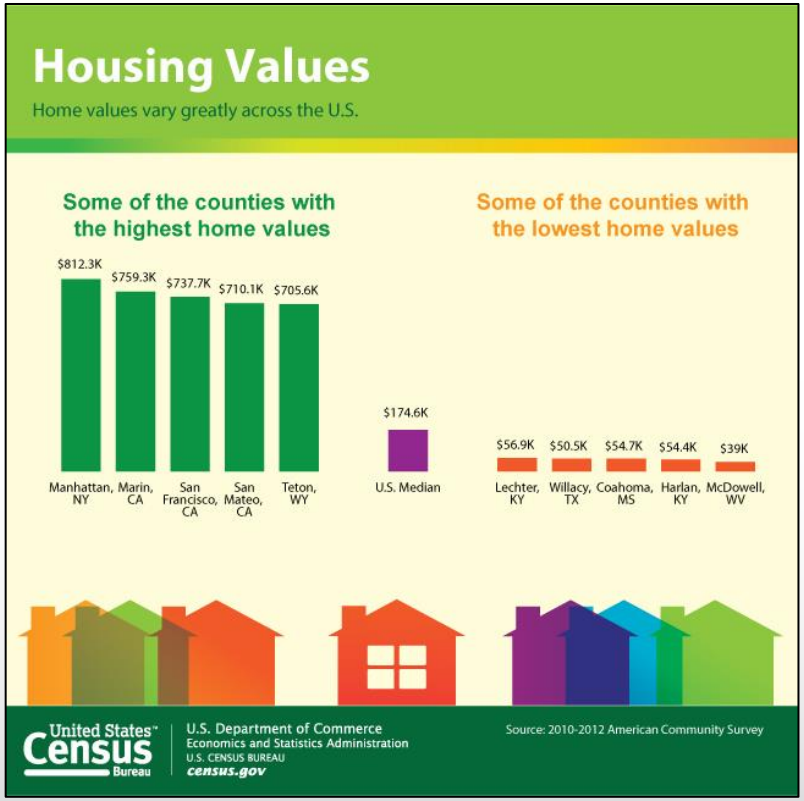
Economic Characteristics

- 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	
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.

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- Decennial Census and the American Community Survey (ACS)
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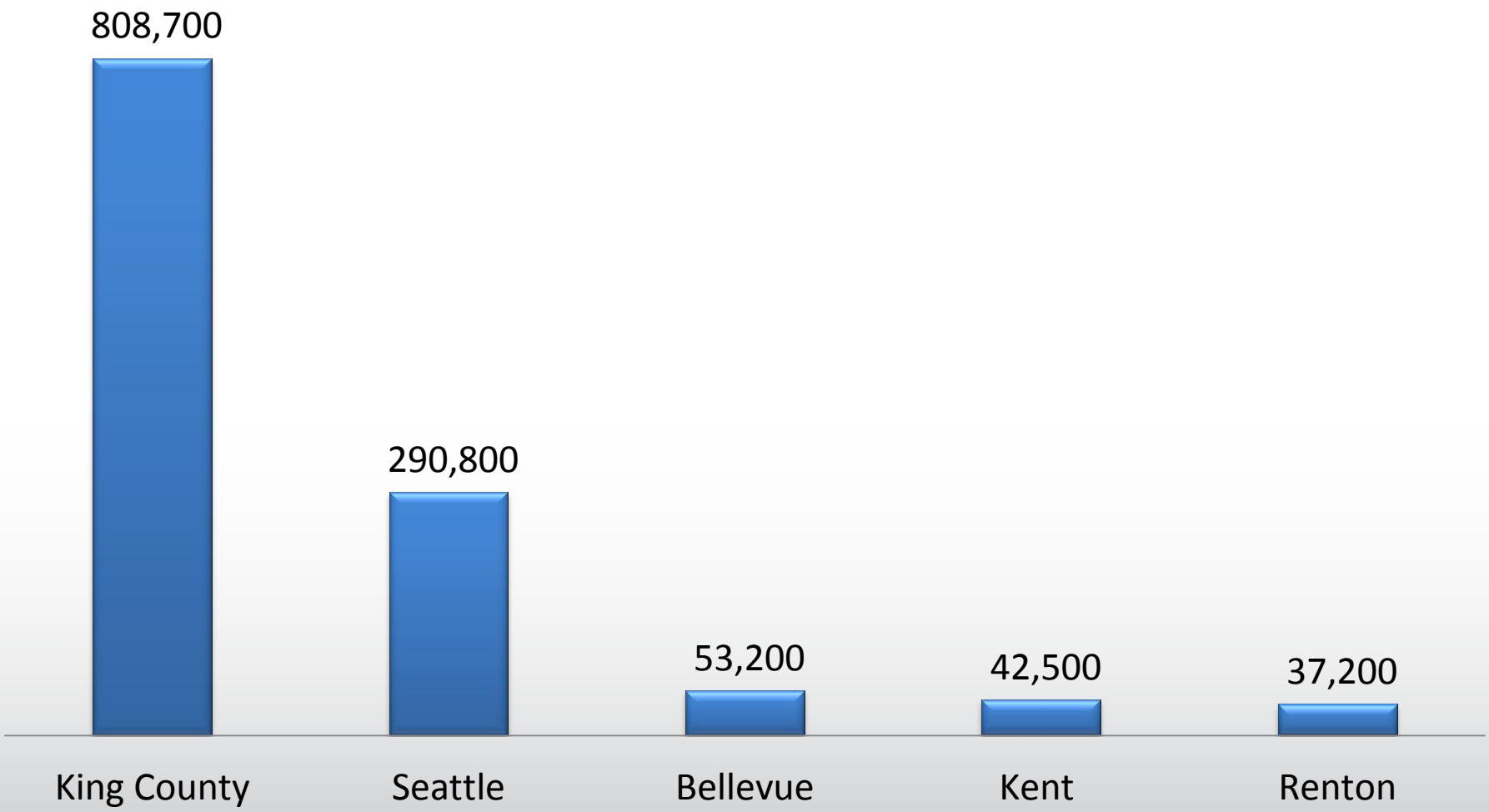
Households

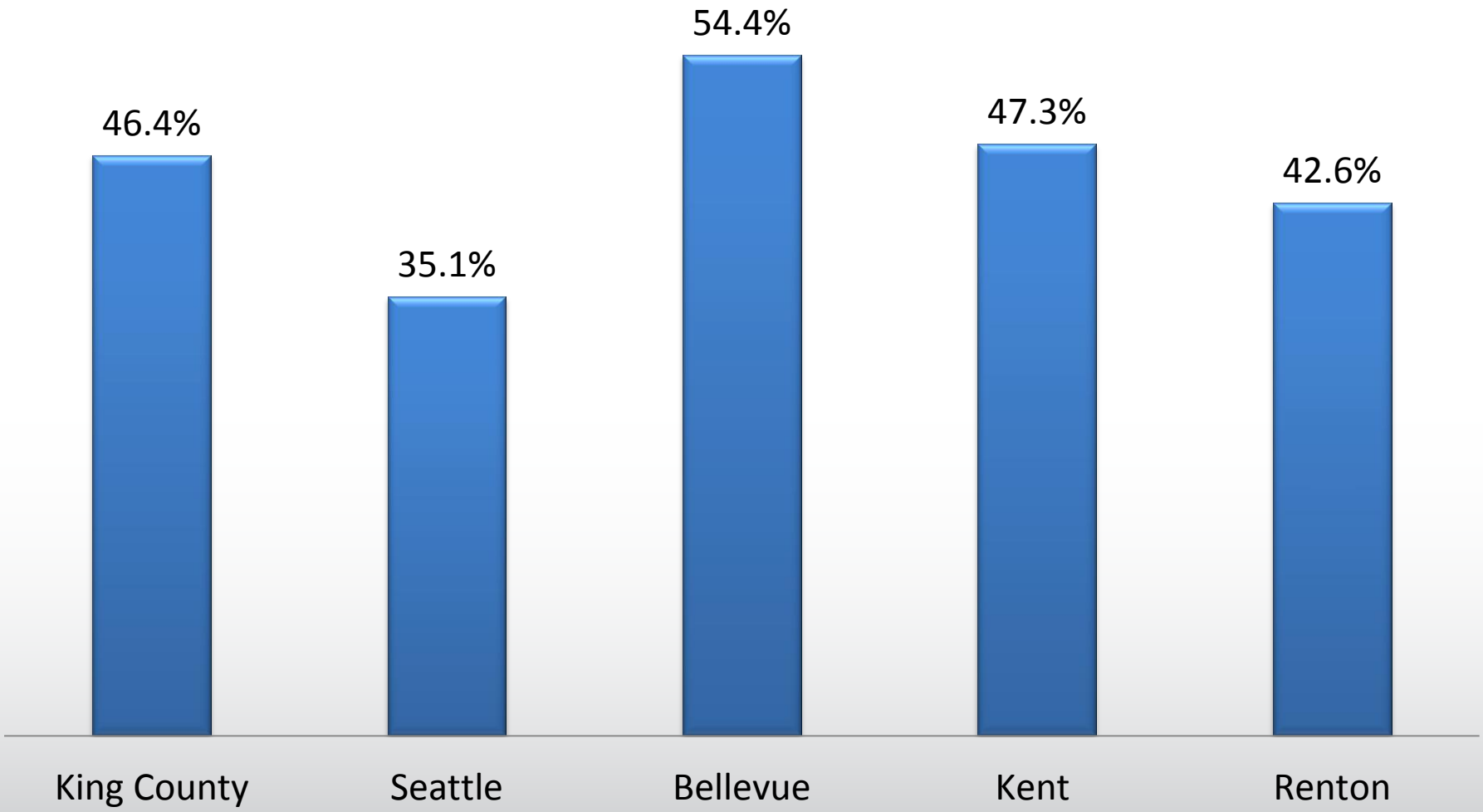


Source: American Community Survey 5-Year Estimates 2010-2014

Scenario 1: Which City has the largest % Married Couples?

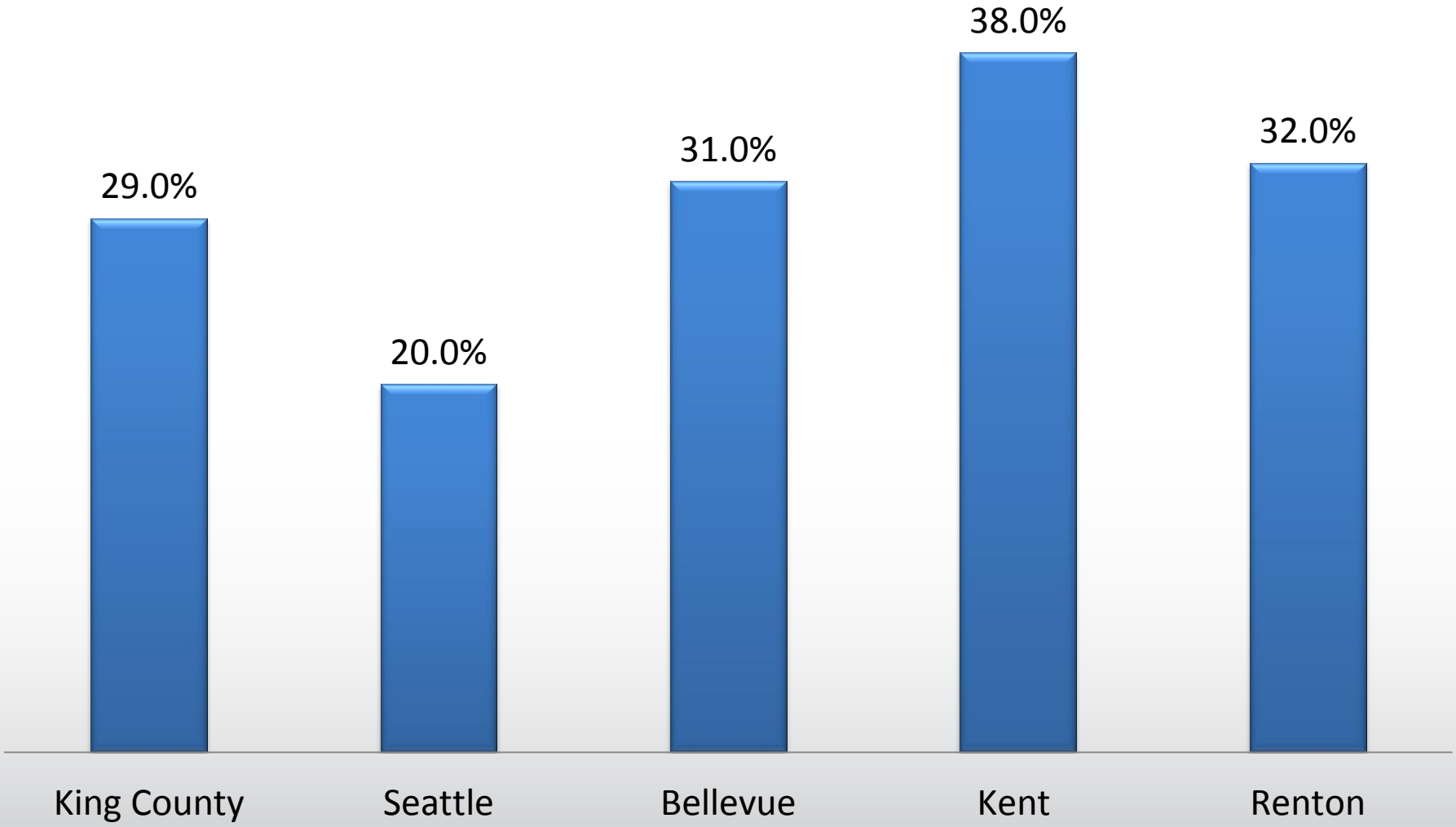
- Seattle
- Bellevue
- Kent
- Renton

Married Couples



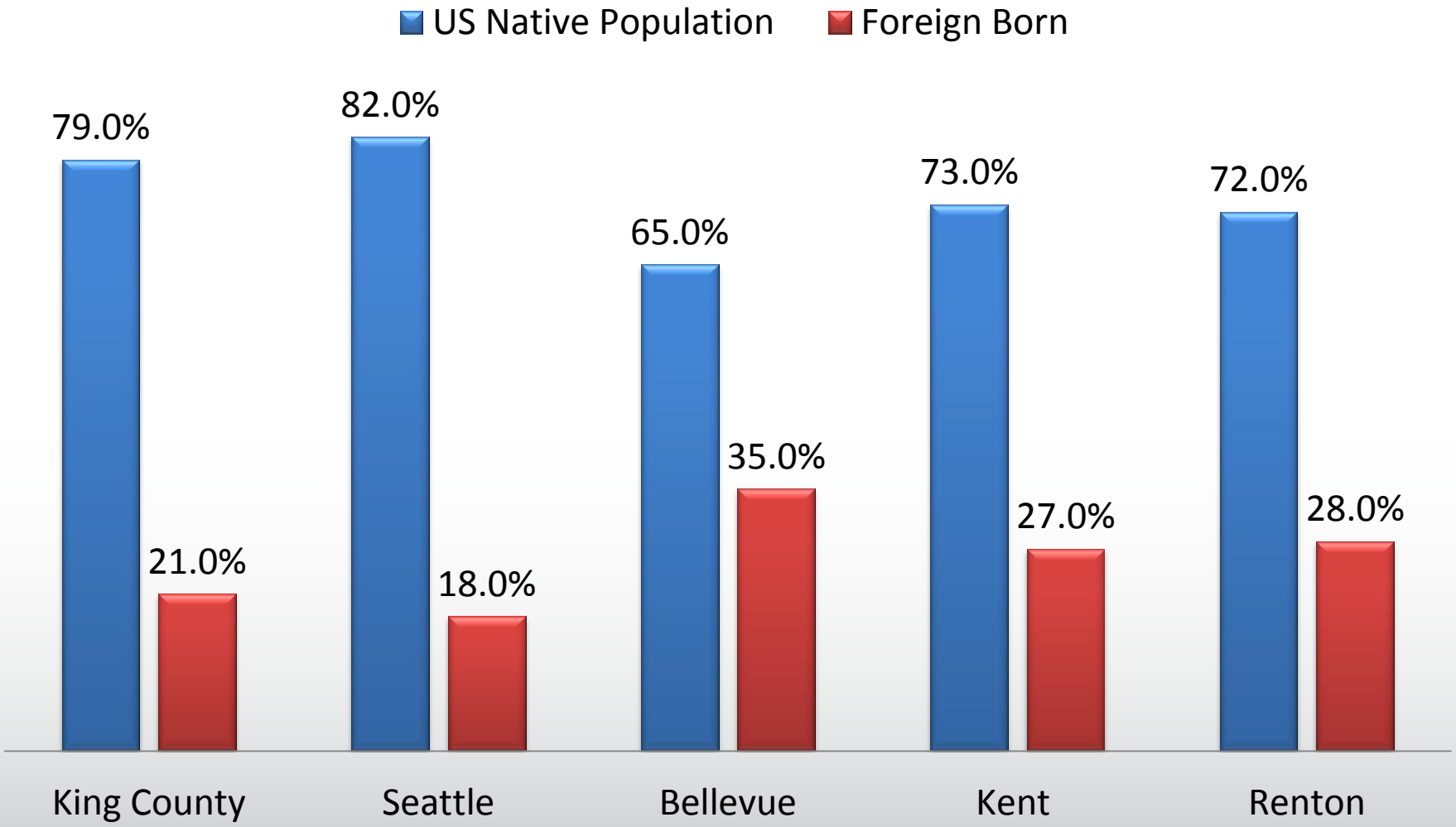
Source: American Community Survey 5-Year Estimates 2010-2014

Households with Children <18 yrs. Old



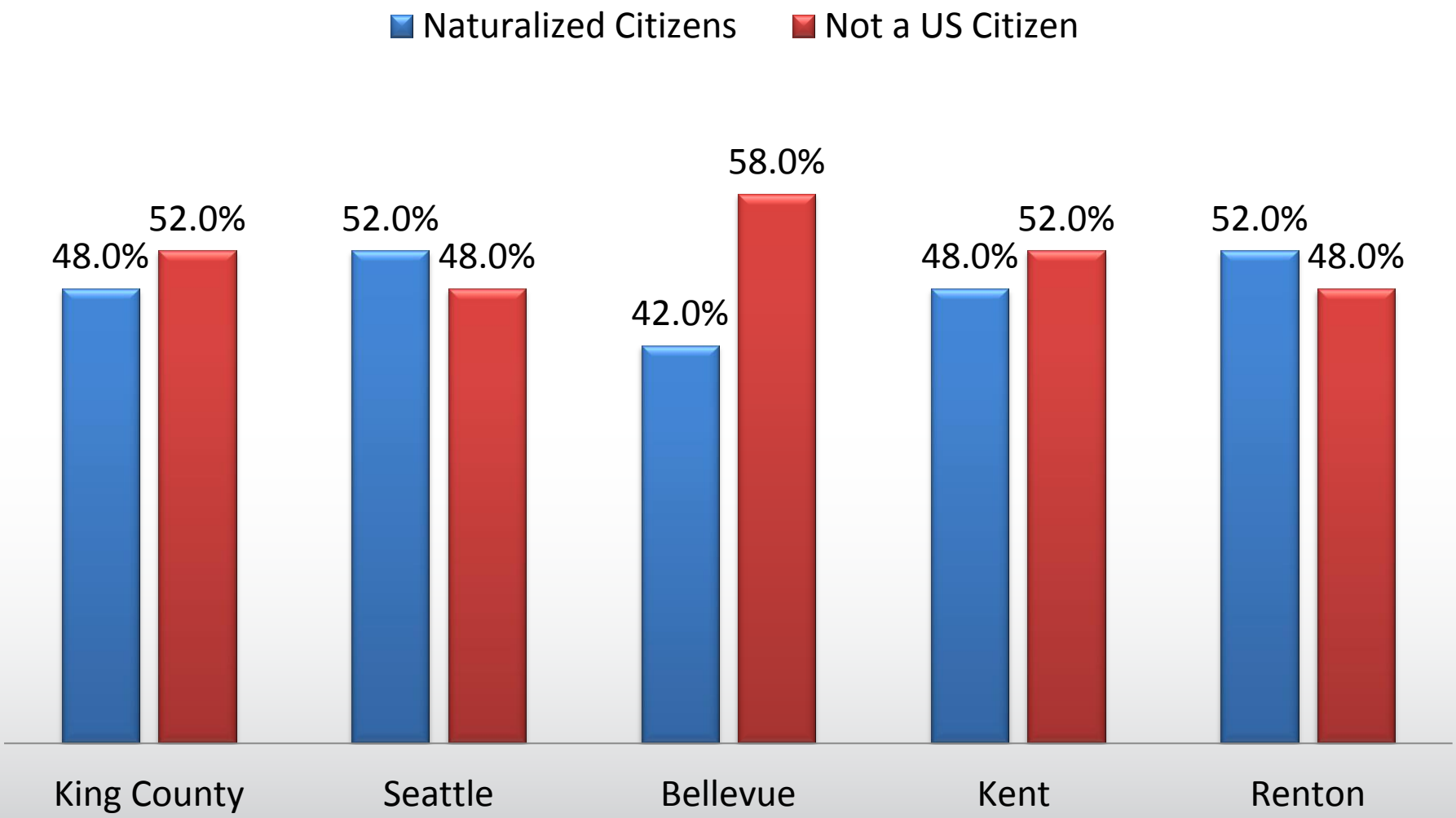
Source: American Community Survey 5-Year Estimates 2010-2014

Place of Birth



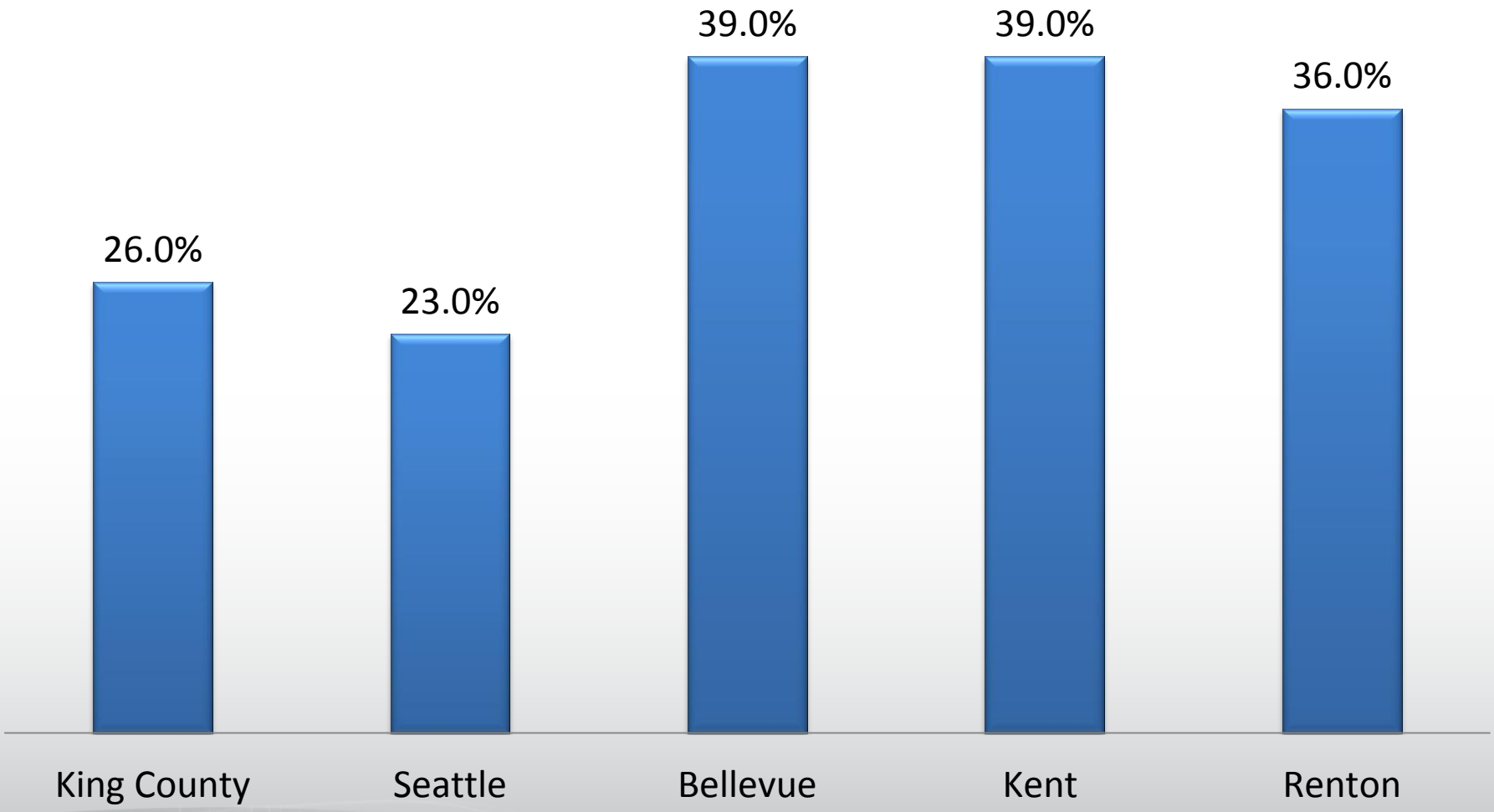
Source: American Community Survey 5-Year Estimates 2010-2014

Foreign Born Polulation - Citizenship



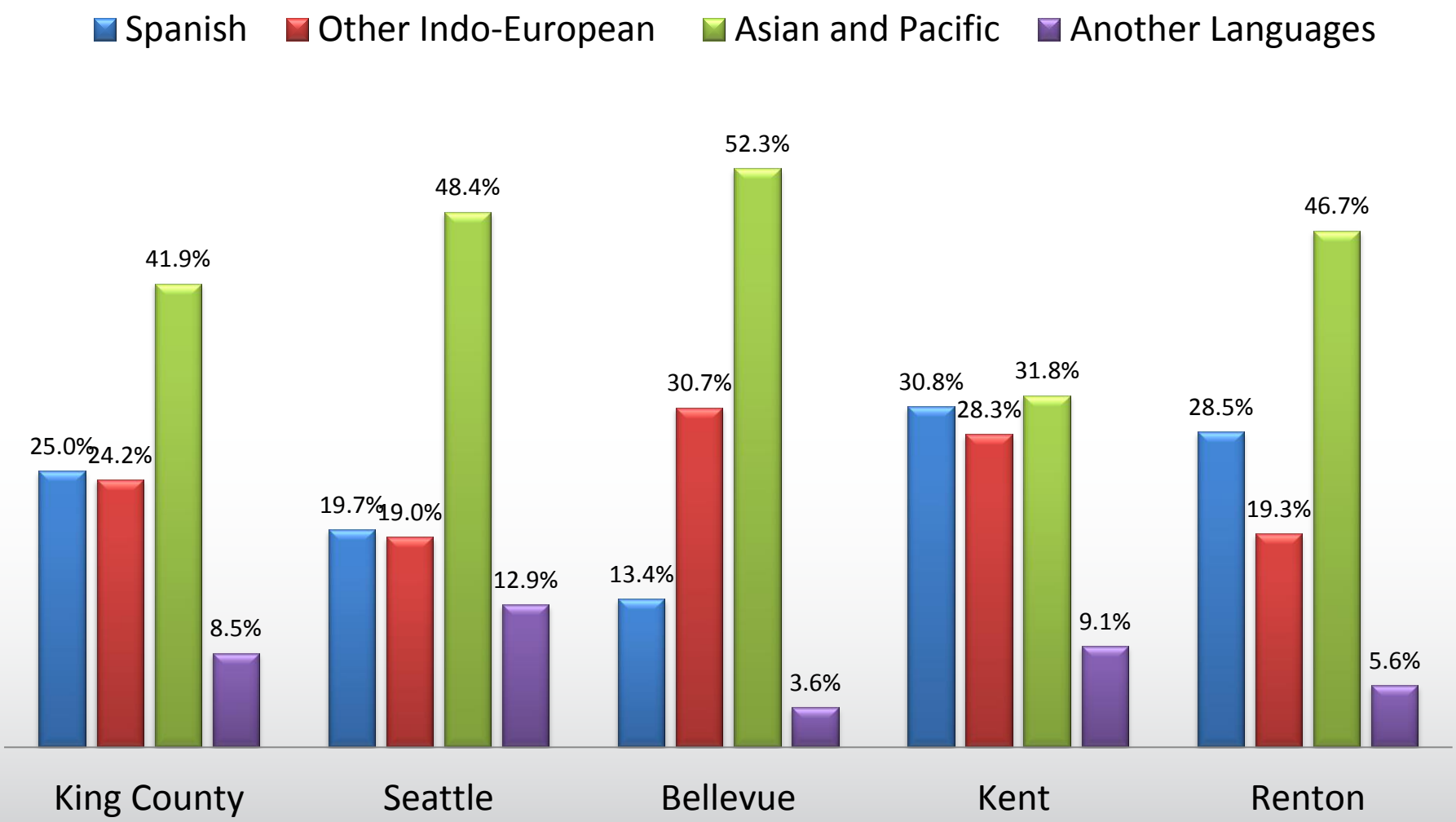
Source: American Community Survey 5-Year Estimates 2010-2014

Language Spoken at Home



Source: American Community Survey 5-Year Estimates 2010-2014

Language at Home

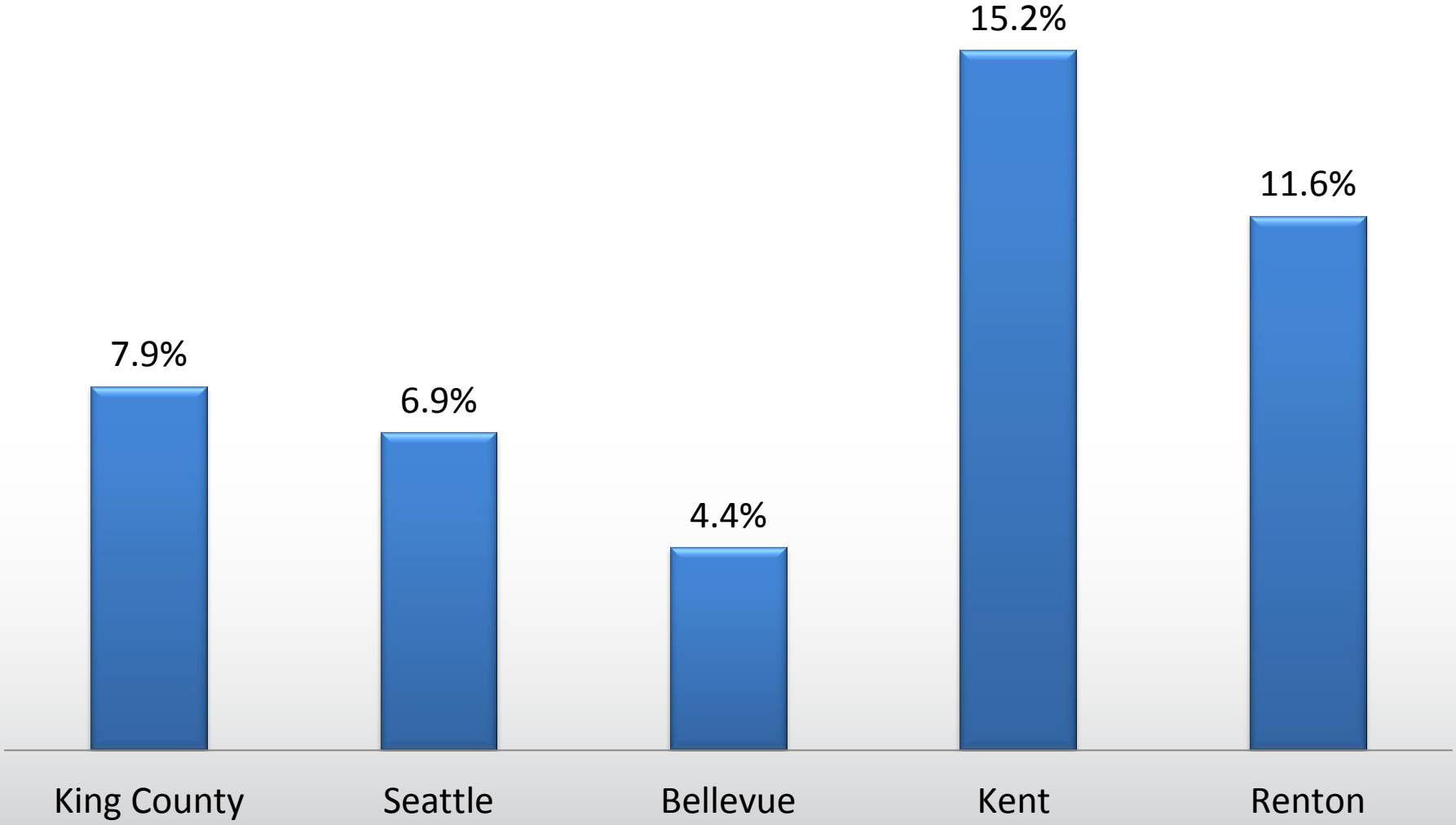


Source: American Community Survey 5-Year Estimates 2010-2014

Scenario 2: Which City has the largest % High School Drop Outs?

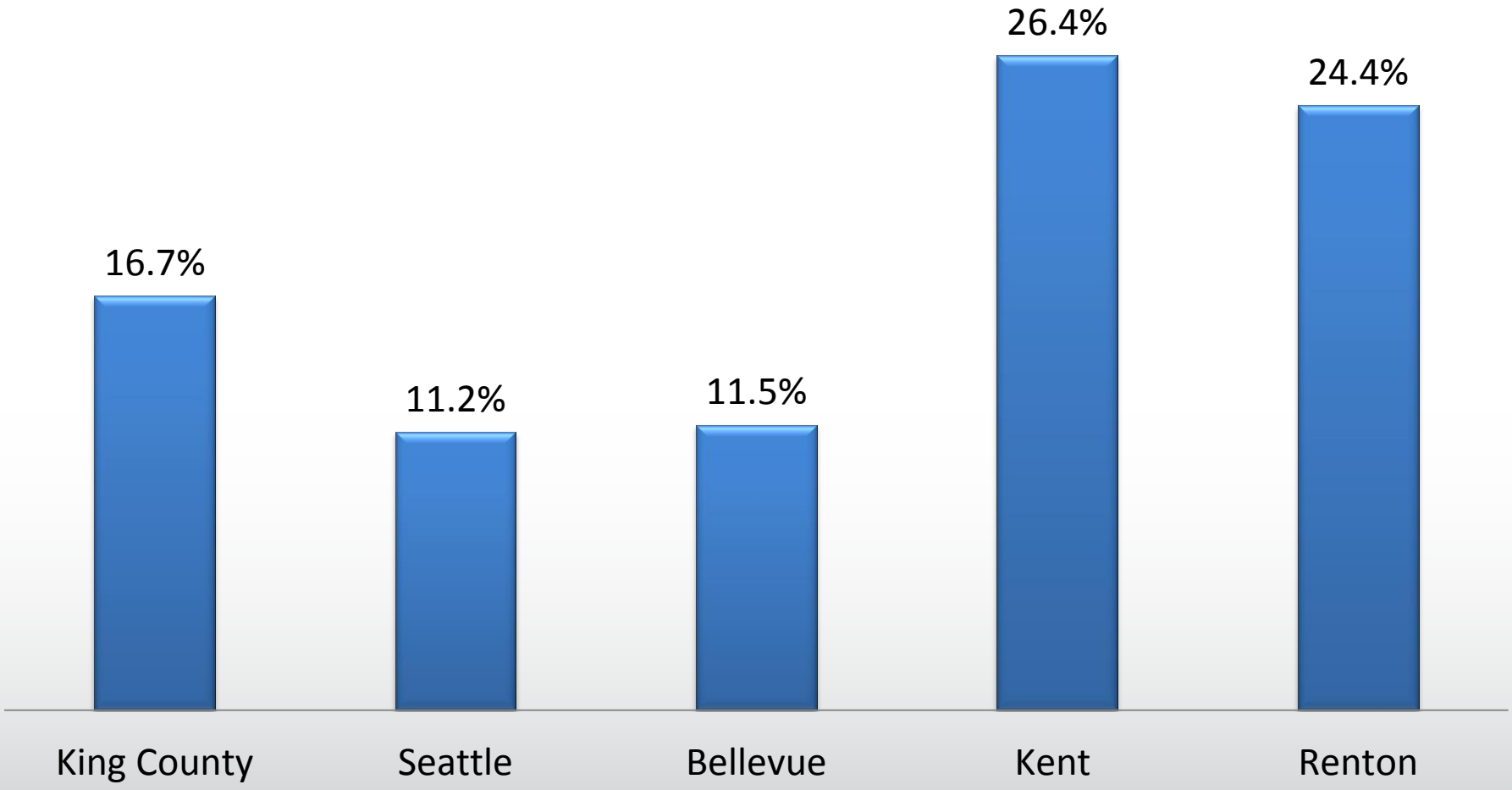
- Seattle
- Bellevue
- Kent
- Renton

Less Than High School Diploma



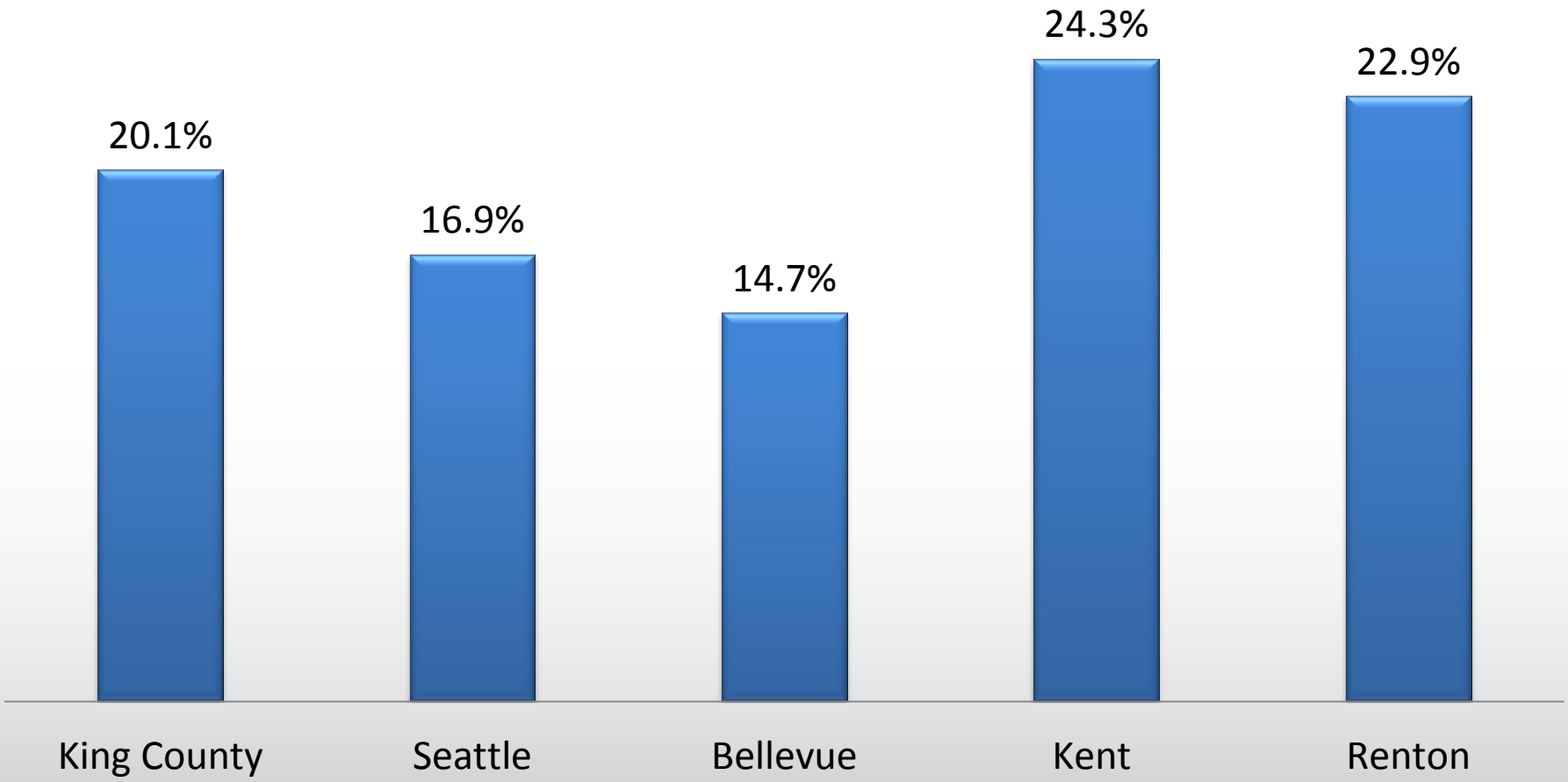
Source: American Community Survey 5-Year Estimates 2010-2014

High School Diploma or Equivalent



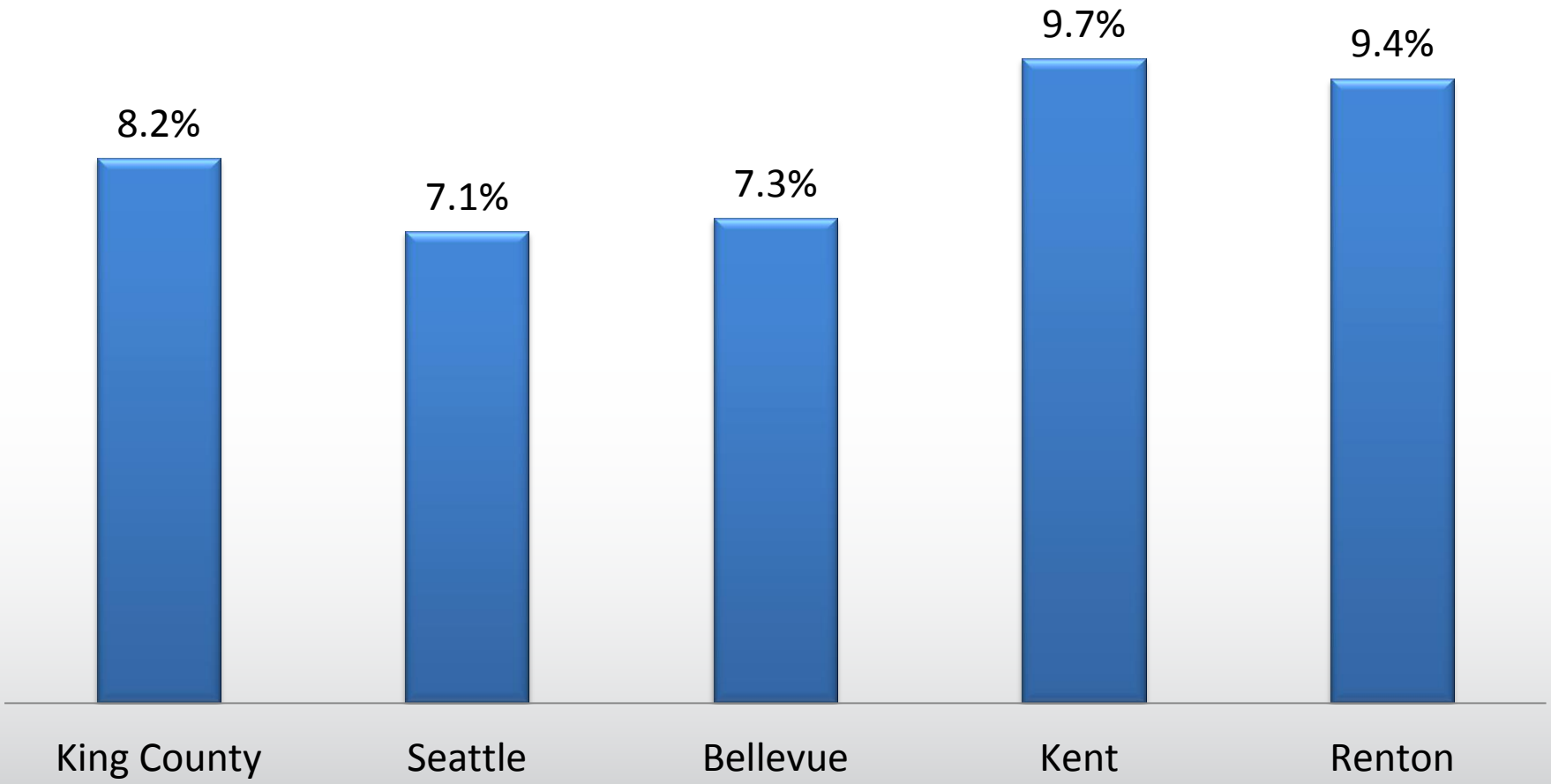
Source: American Community Survey 5-Year Estimates 2010-2014

Some College - No Degree



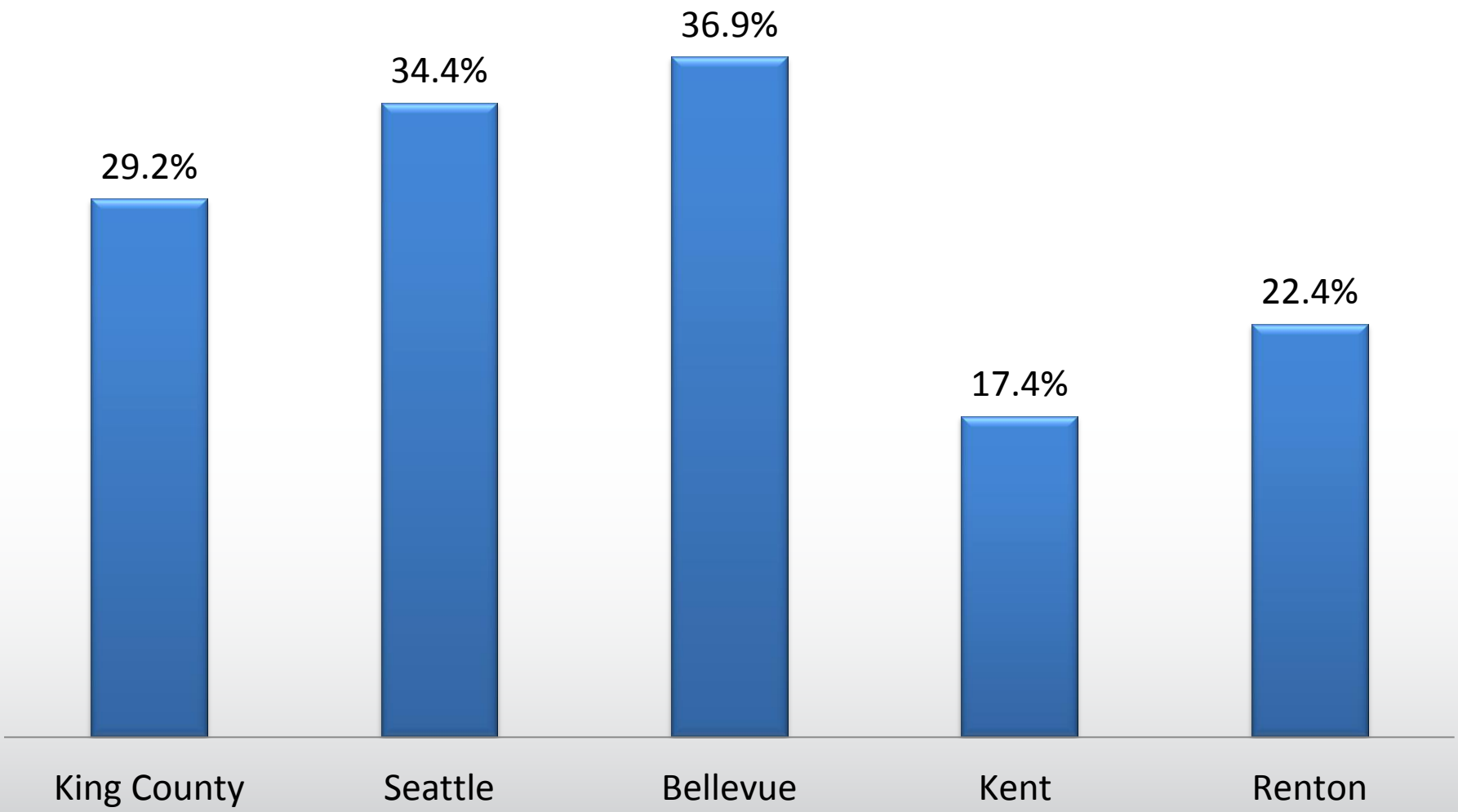
Source: American Community Survey 5-Year Estimates 2010-2014

Associate's Degree



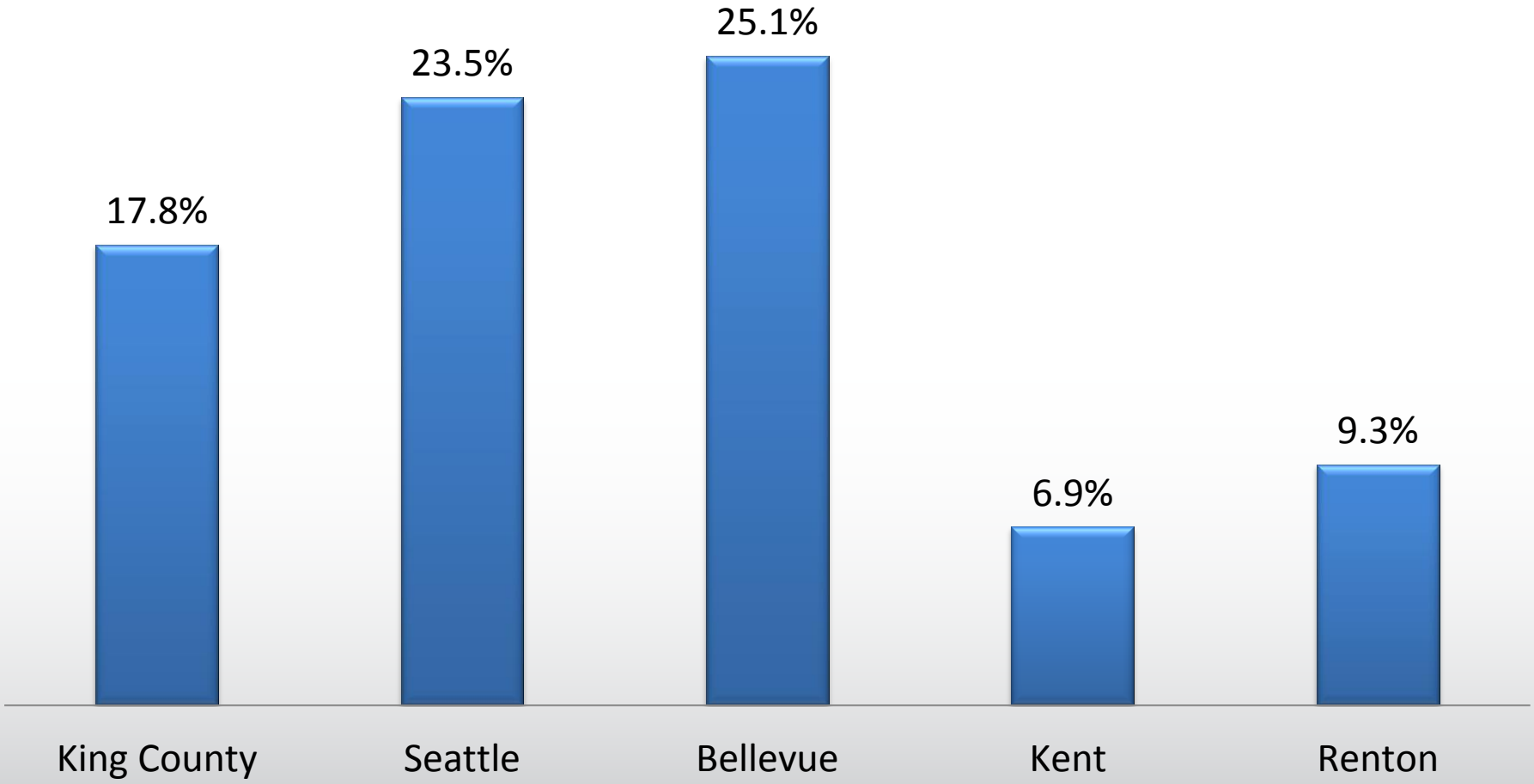
Source: American Community Survey 5-Year Estimates 2010-2014

Bachelor's Degree



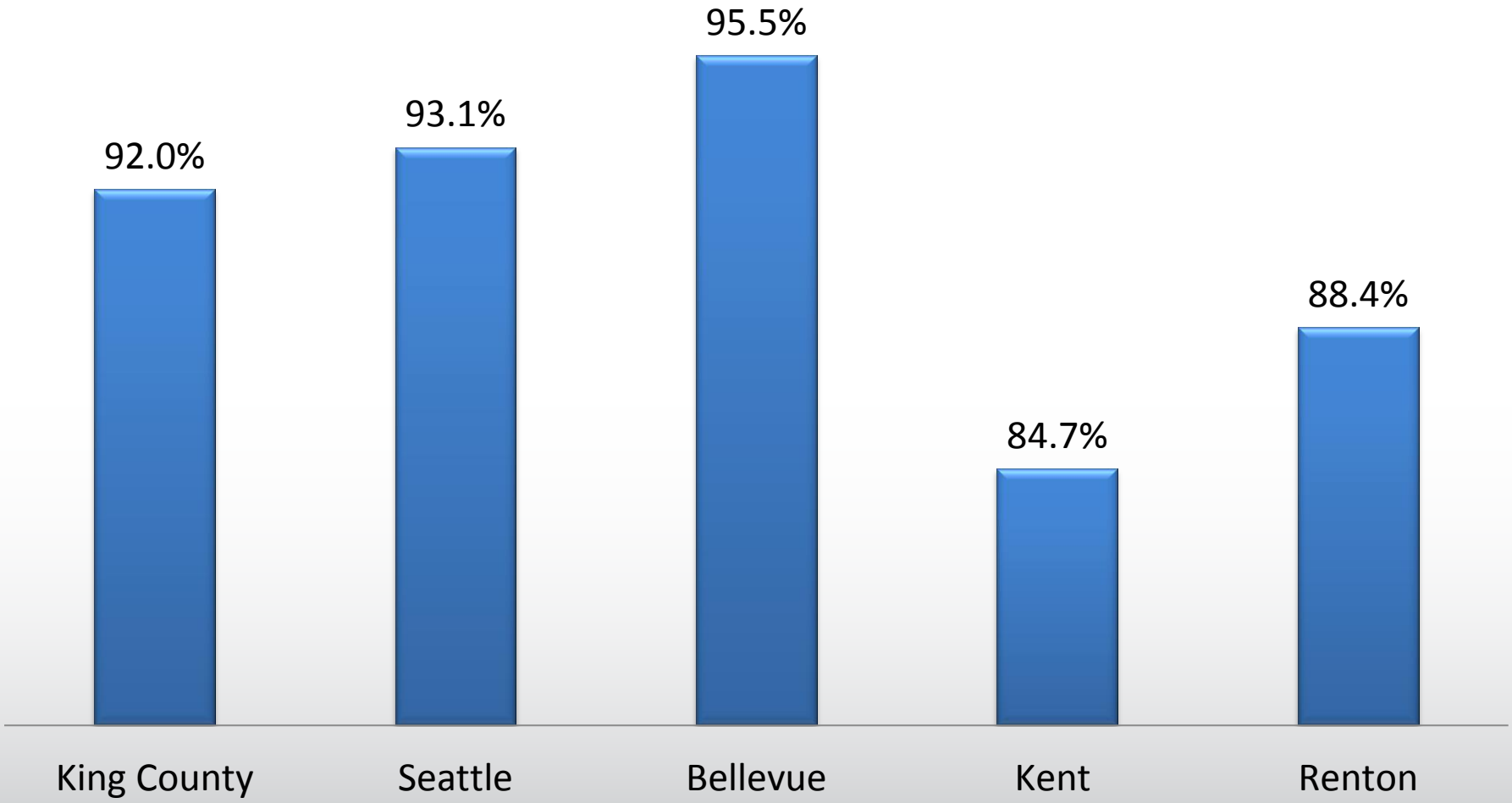
Source: American Community Survey 5-Year Estimates 2010-2014

Graduate or Professional Degree



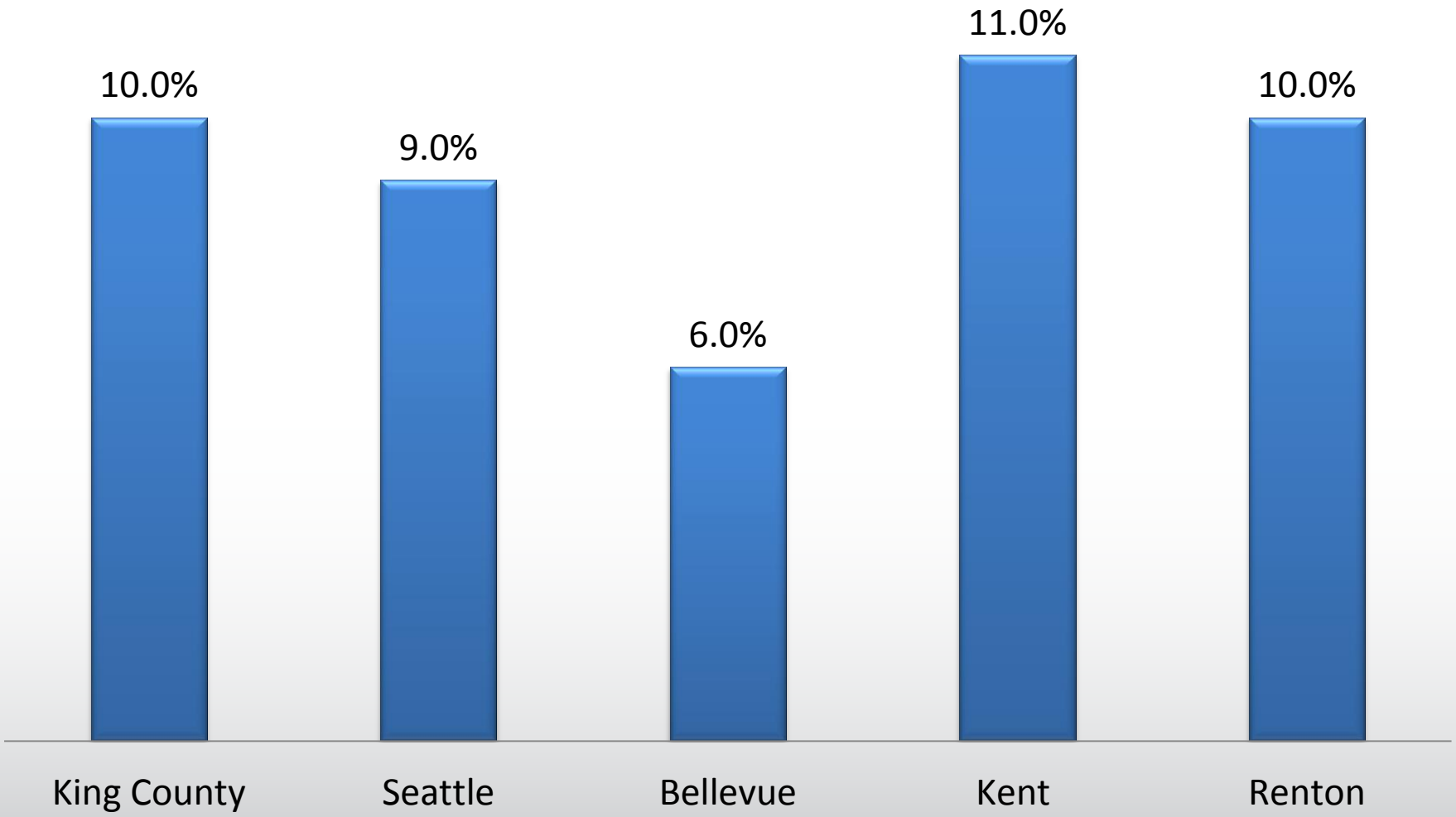
Source: American Community Survey 5-Year Estimates 2010-2014

High School or higher



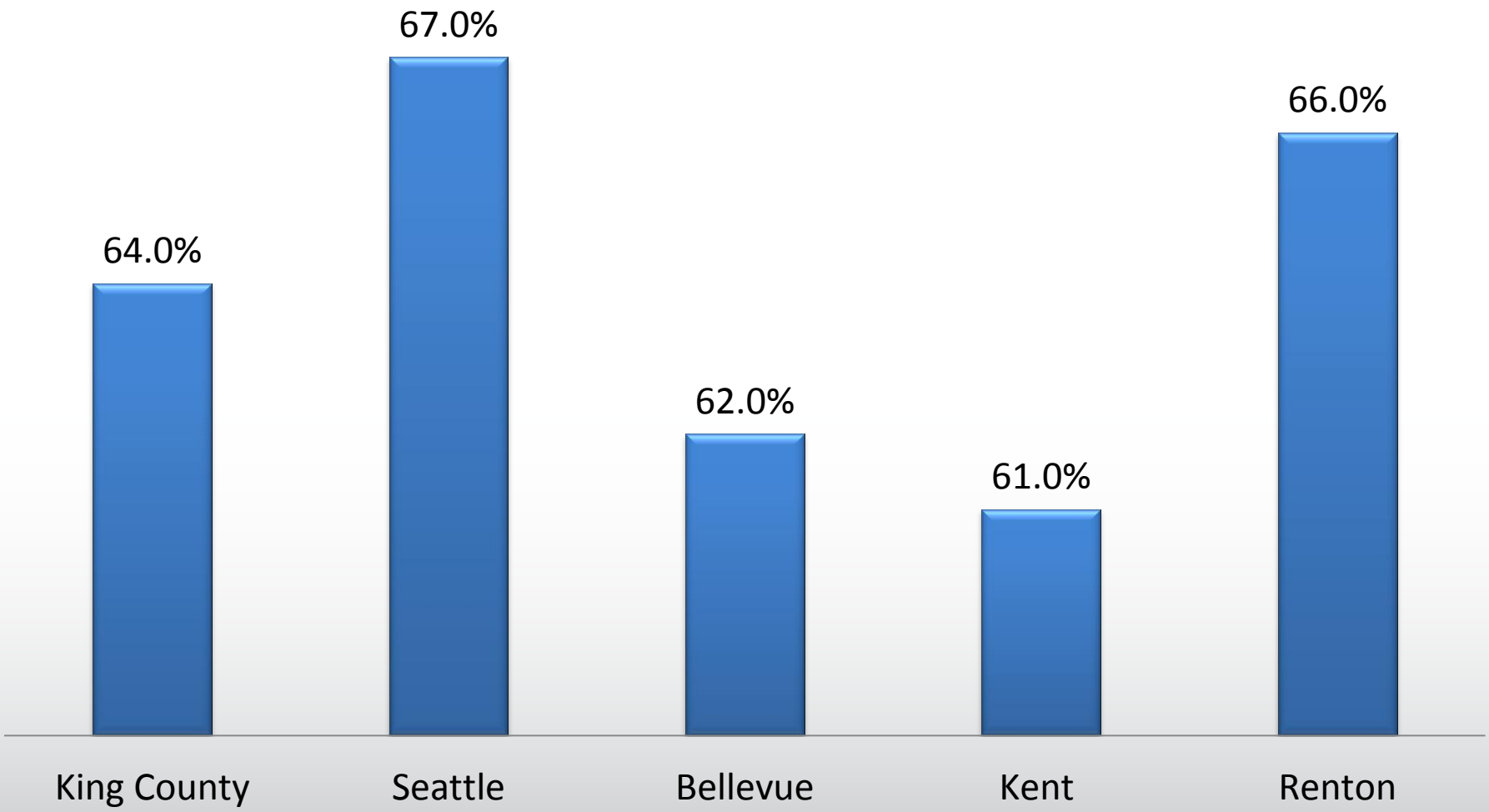
Source: American Community Survey 5-Year Estimates 2010-2014

% of civilian population reporting a disability



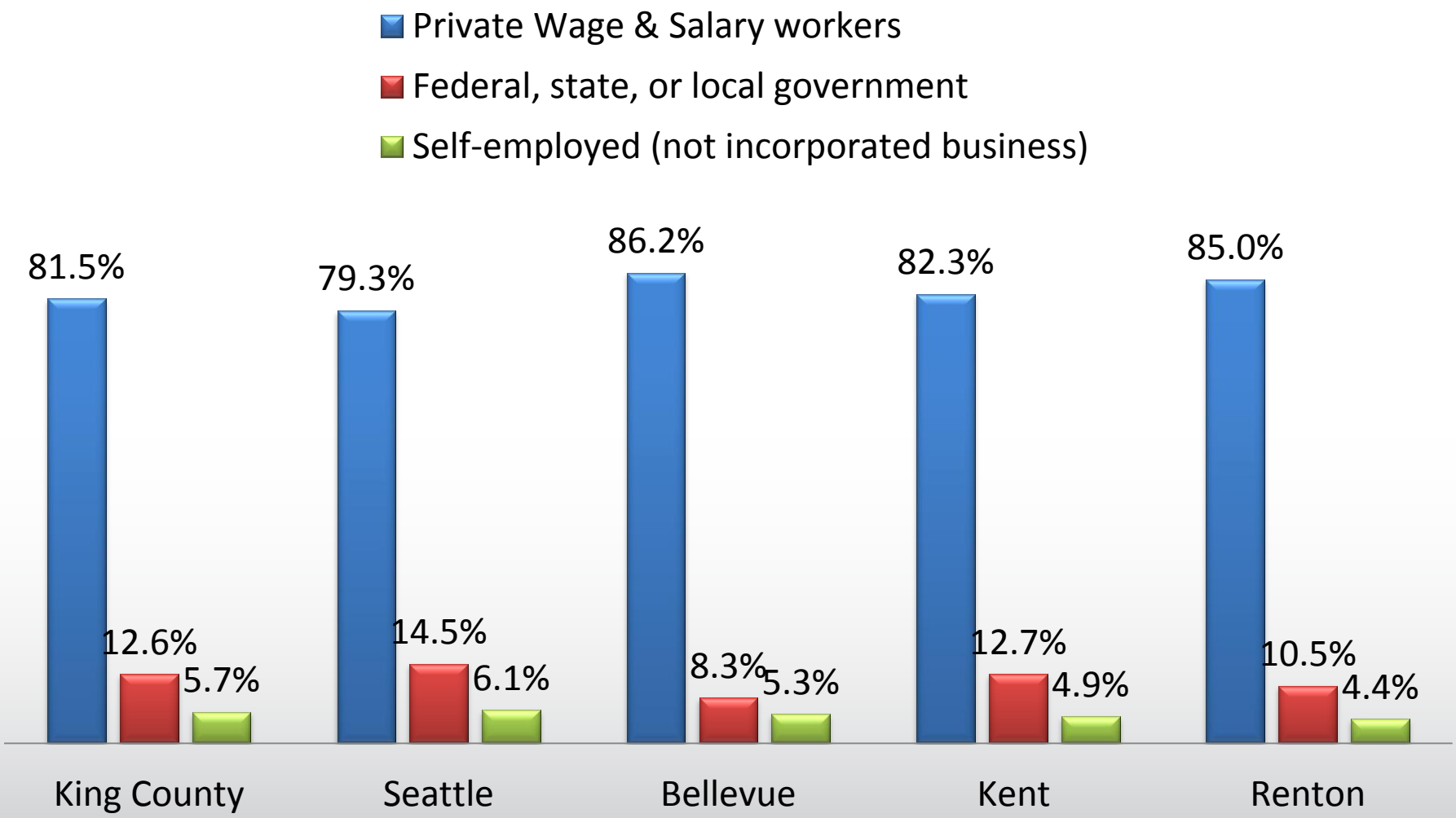
Source: American Community Survey 5-Year Estimates 2010-2014

% Population Employed



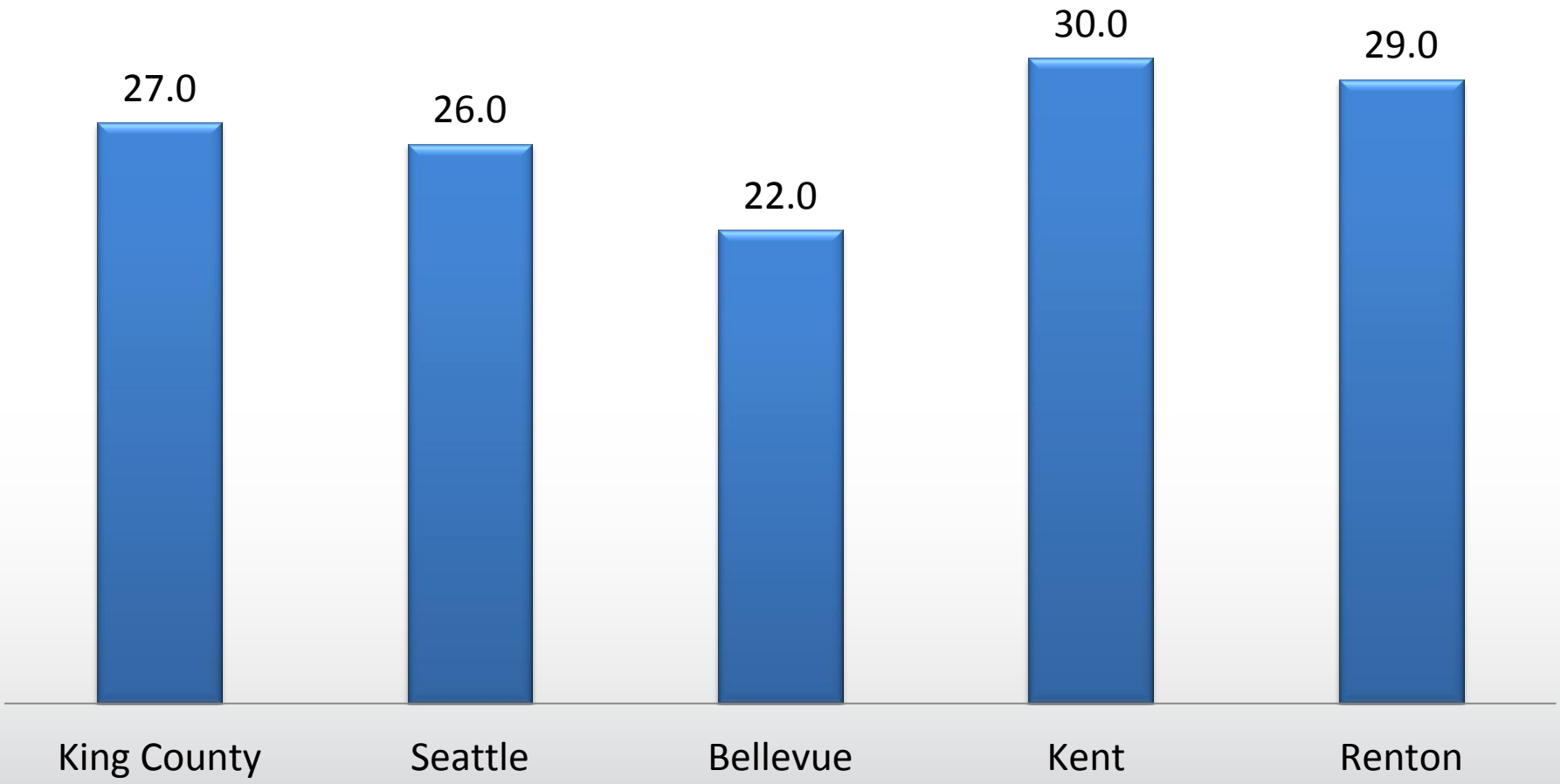
Source: American Community Survey 5-Year Estimates 2010-2014

Employer Type



Source: American Community Survey 5-Year Estimates 2010-2014

Commuting to Work (Mean Travel)

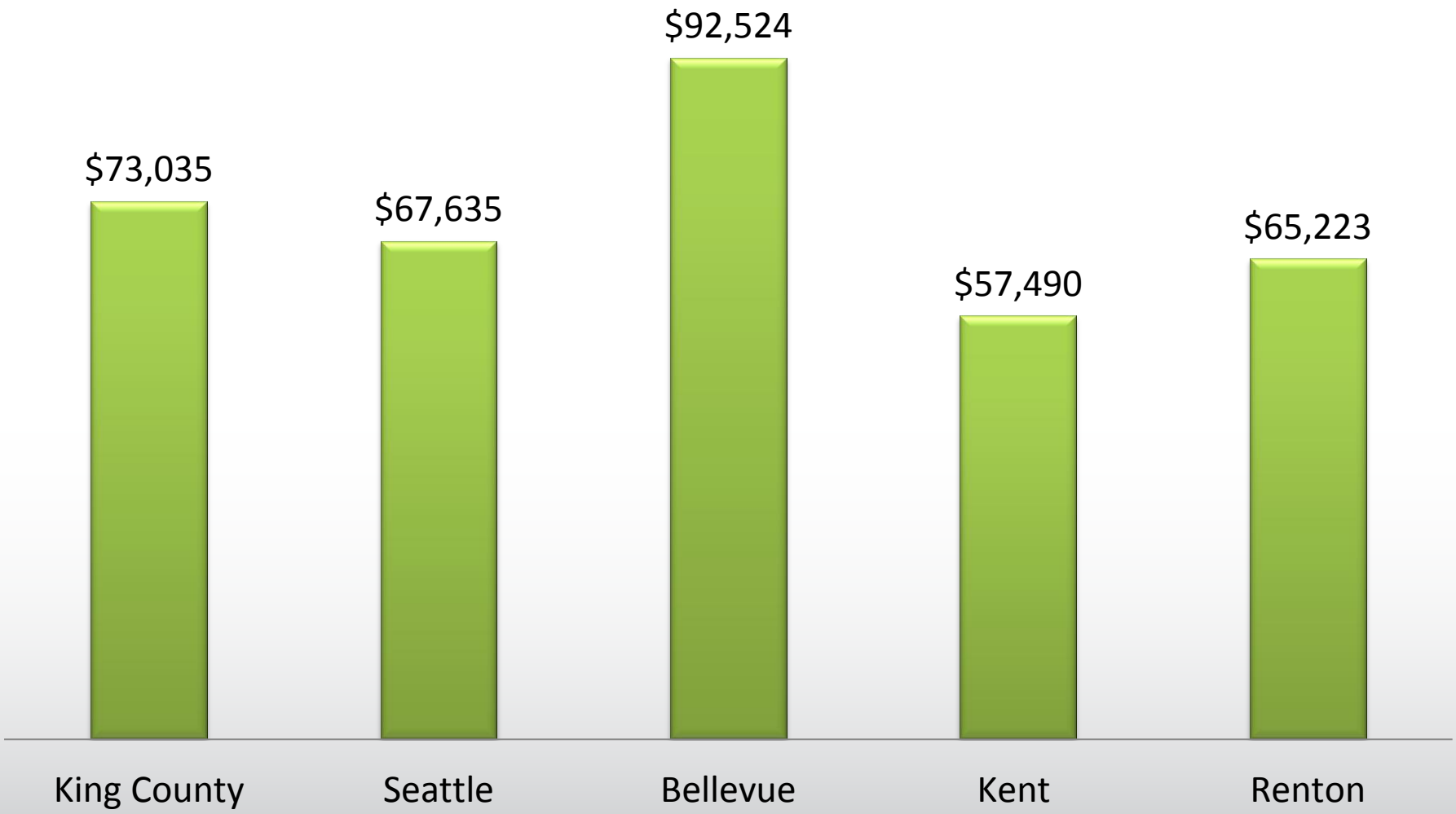


Source: American Community Survey 5-Year Estimates 2010-2014

Scenario 3: Which Cities have the lowest and highest Median Household Incomes ?

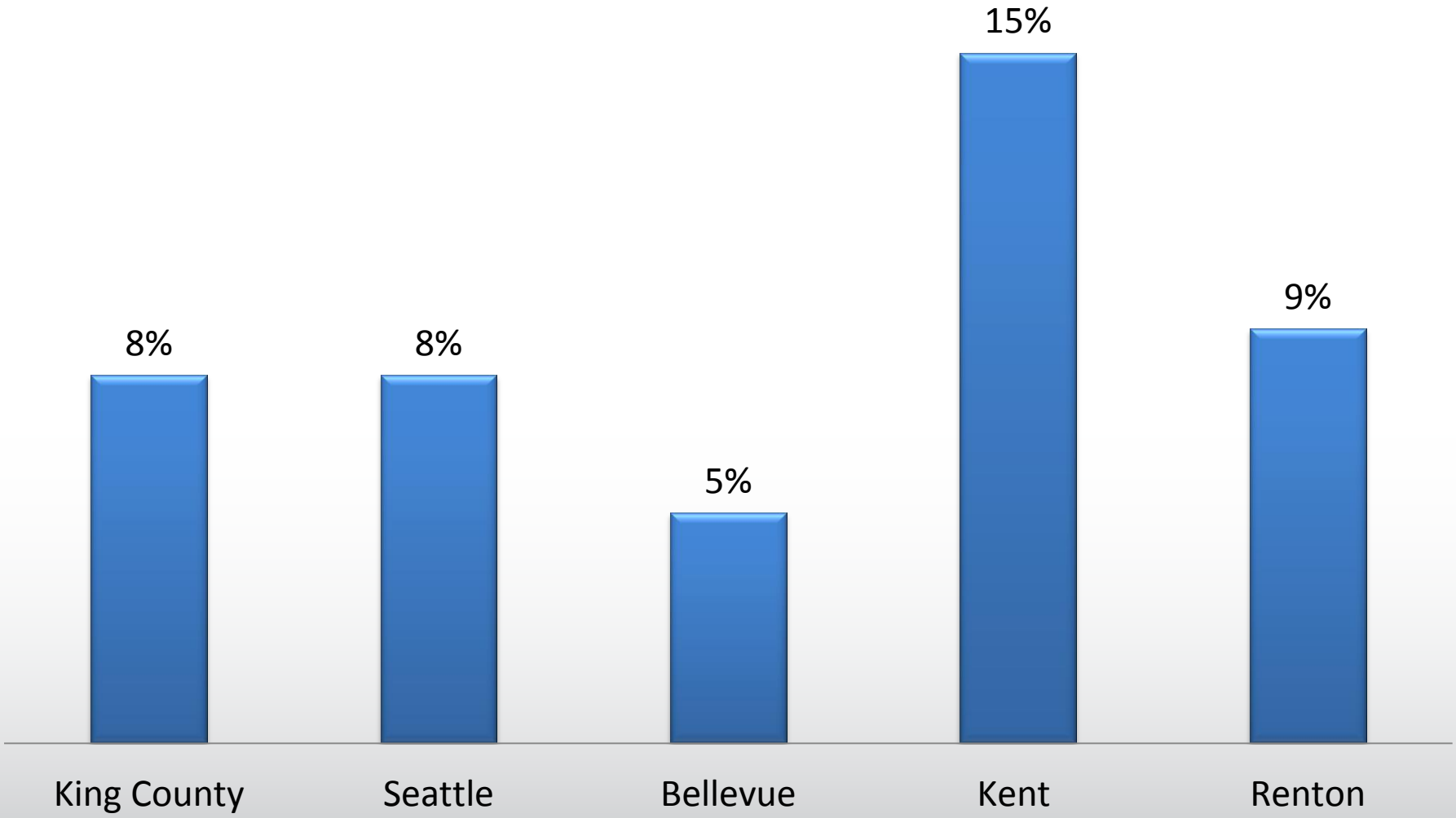
- Seattle
- Bellevue
- Kent
- Renton

Median Household Income



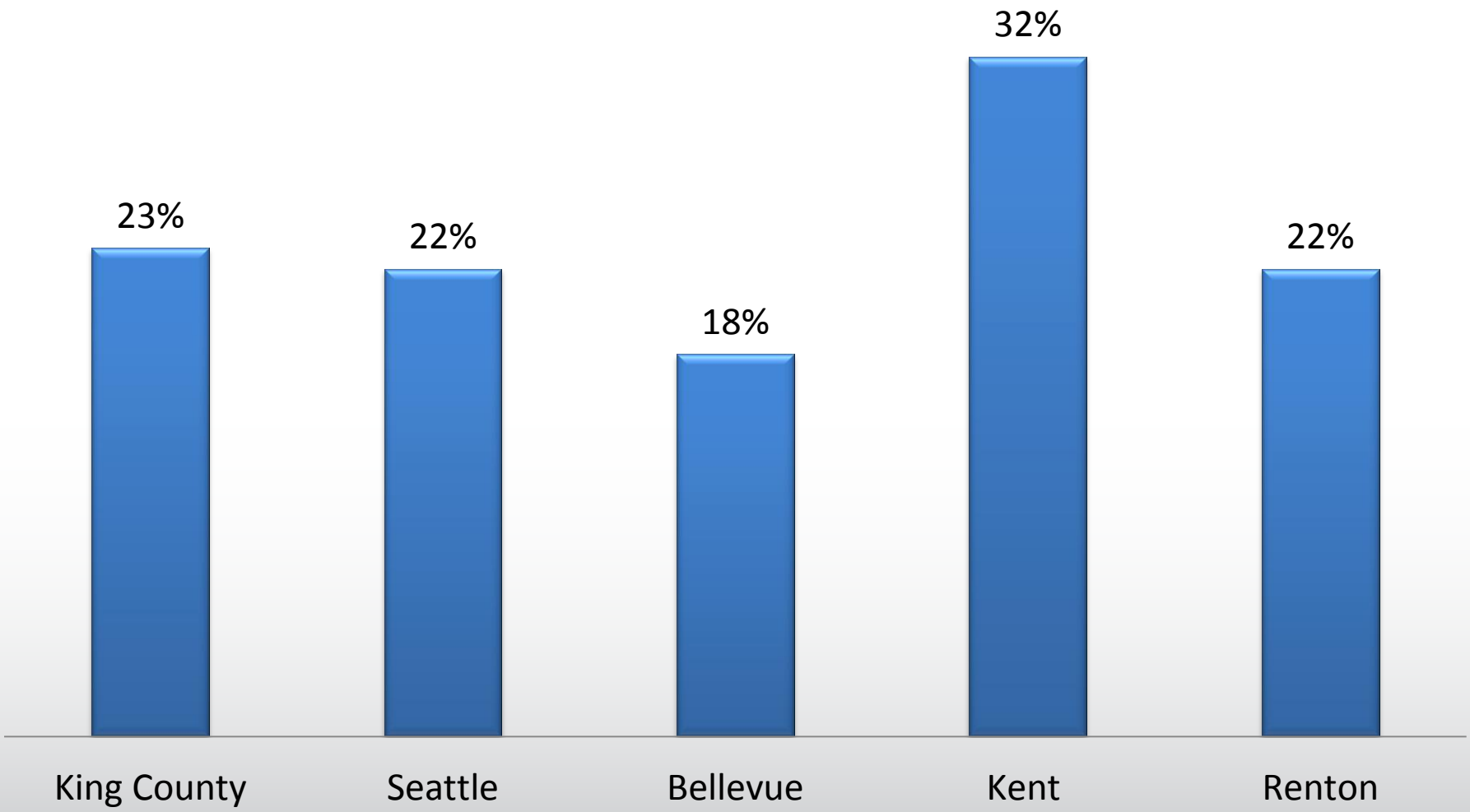
Source: American Community Survey 5-Year Estimates 2010-2014

Families below Poverty Level

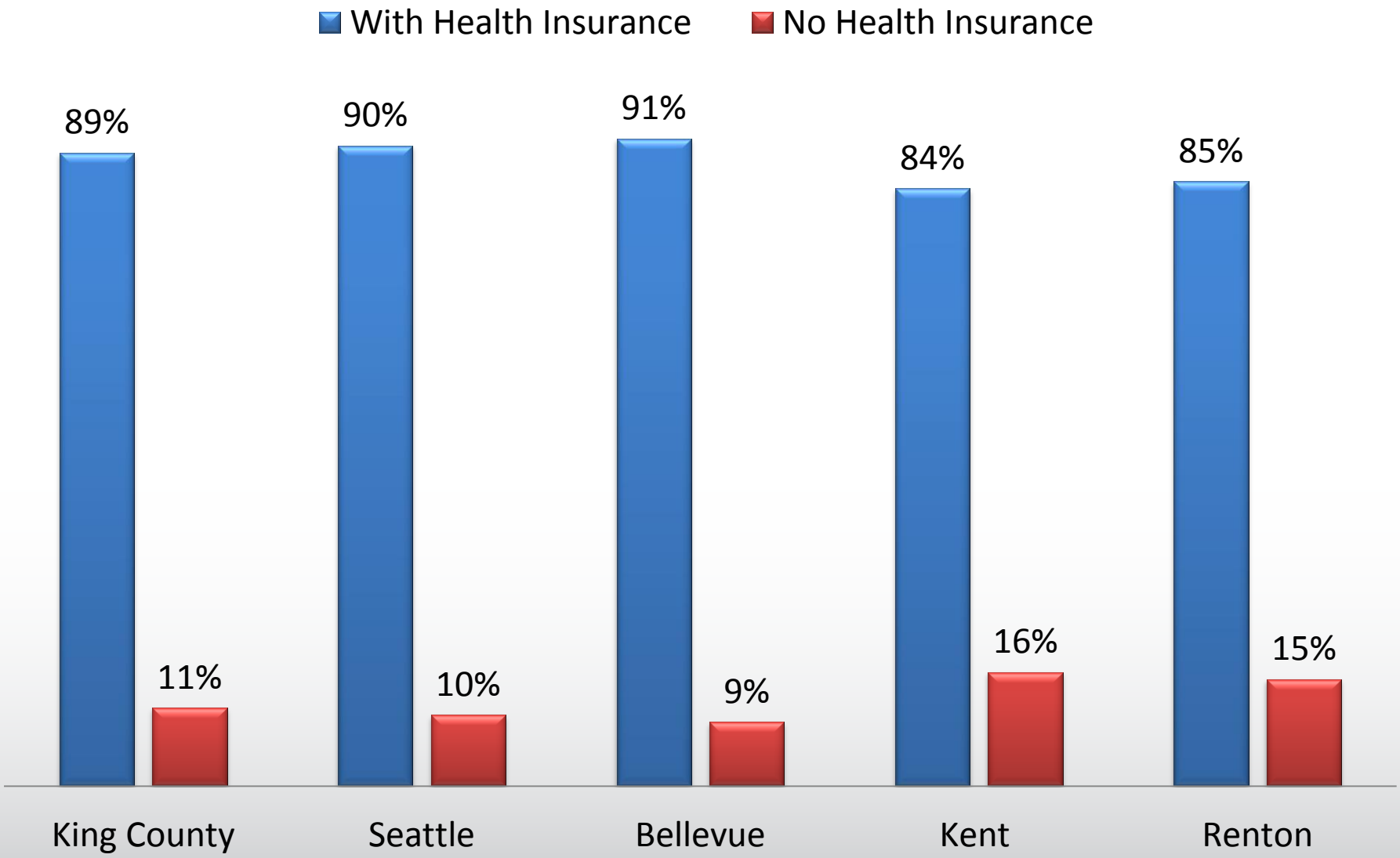


Source: American Community Survey 5-Year Estimates 2010-2014

Female Householder (no husband) below Poverty Level



Source: American Community Survey 5-Year Estimates 2010-2014

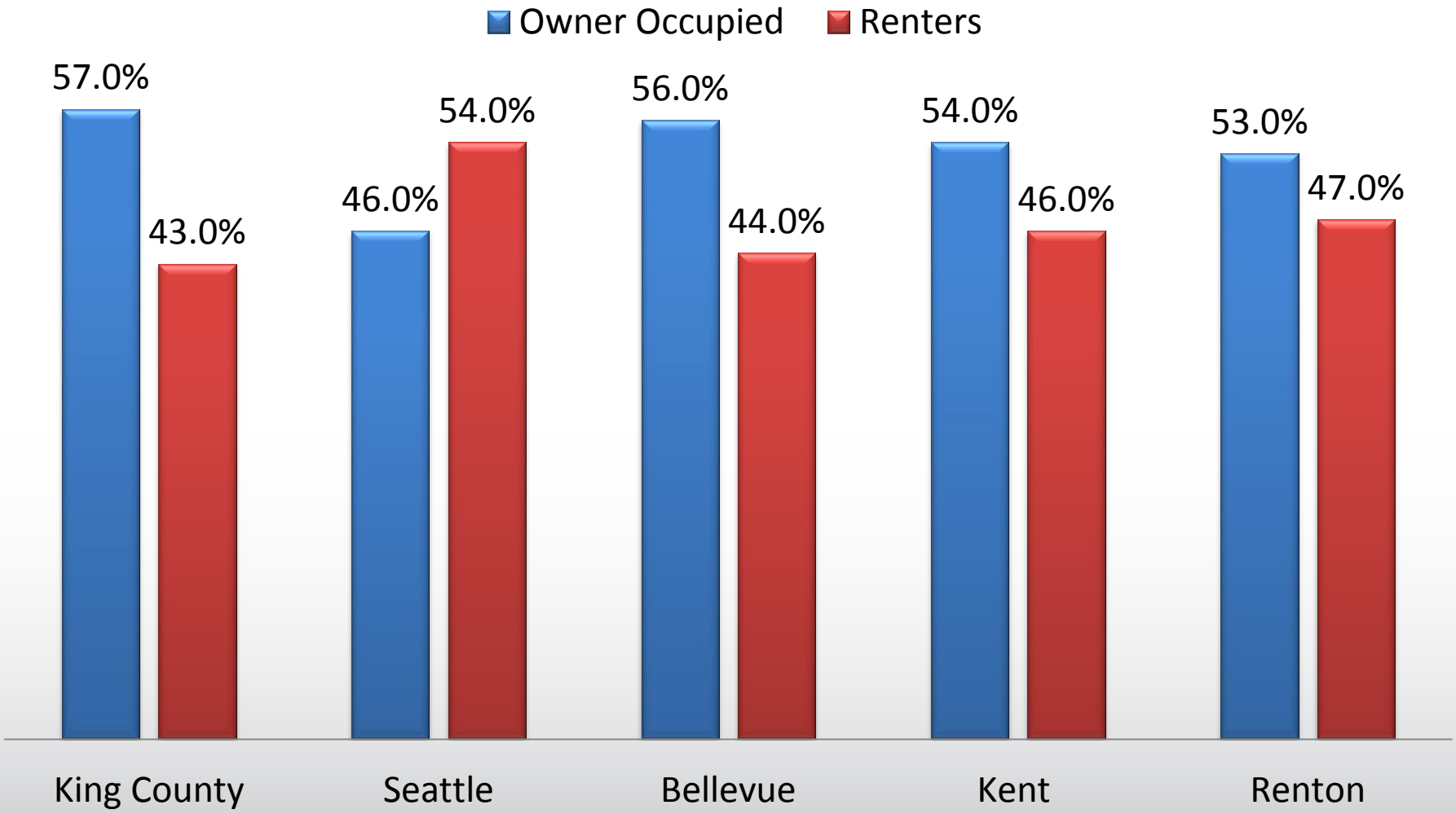


Source: American Community Survey 5-Year Estimates 2010-2014

Scenario 4: Which City has a higher percentage of Renters?

- Seattle
- Bellevue
- Kent
- Renton

Tenure



Source: American Community Survey 5-Year Estimates 2010-2014

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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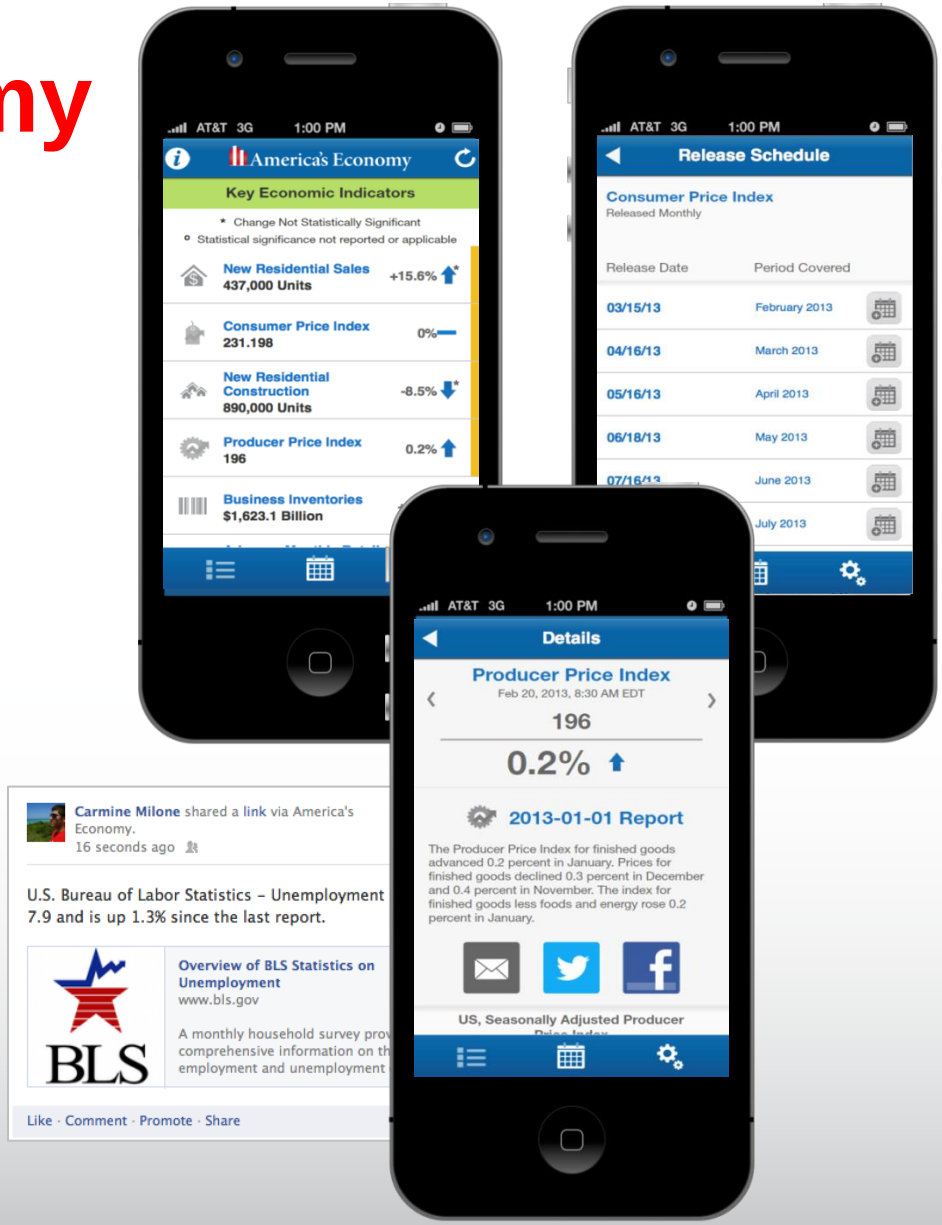
Mobile Apps

census.gov/mobile

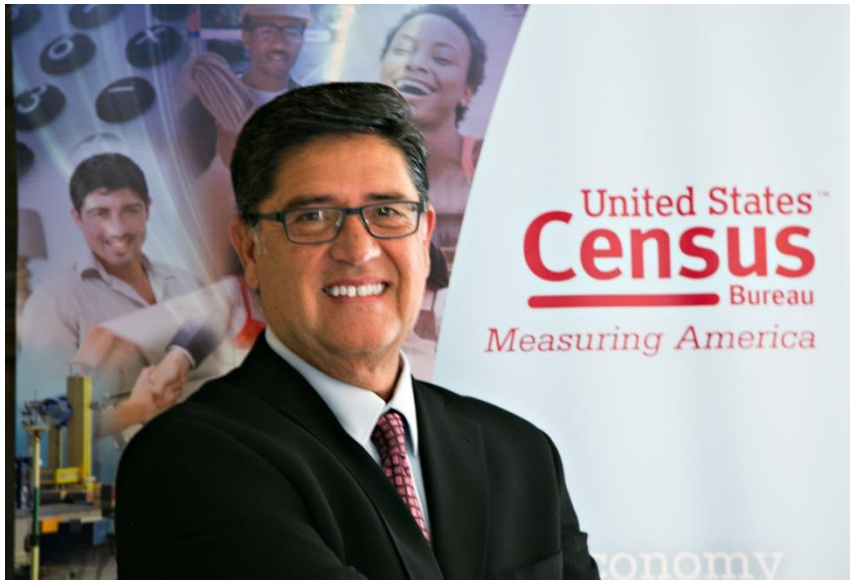
America's Economy

- 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



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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