



U.S. CENSUS BUREAU JOURNALISTS AND THE AMERICAN COMMUNITY SURVEY

JULY 12, 2023

census.gov/data/academy/webinars/2023/journalists-and-the-acs.html

Journalists and The American Community Survey Speakers

Host

Jewel Jordan

Public Affairs Specialist
Public Information Office

Presenters

Ryan Ricciardi

Survey Statistician
American Community Survey Office

Dante Chinni

Data journalist, Wall Street Journal and NBC News Project Director and Founder of <u>American Communities</u> <u>Project.</u>



Journalists and The American Community Survey

Census Bureau Overview

Mission

To measure America's people and economy.

Every 10 Years (Decennial Census)

Count every person living in the United States once, only once, and in the right place.

Every Year

Produce annual demographic statistics through the American Community Survey, Current Population Survey, Population Estimates, and 100+ other surveys/programs.

Collect economic data through monthly and annual surveys, as well as the Economic Census every 5 years.

- U.S. Census Bureau at a Glance
- About the Bureau (census.gov)

U.S. Census Bureau at a Glance

How well do you know the 50 states?

The Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people and economy. Federal law protects the confidentiality of all the information the Census Bureau collects.

OUR STATISTICAL PROGRAMS

Censuse

- The Decennial Census is the once-a-decade population and housing count required by the U.S. Constitution. The Census Bureau counts all 50 states, the District of Columbia, Puerto Rico, and the Island Areas. The results of the decennial census determine the number of seats for each state in the U.S. House of Representatives and are used to draw congressional and state legislative districts and to distribute hundreds of billions of dollars in federal funds each year.
- The Economic Census measures the nation's economy every 5 years, providing vital statistics for virtually every industry and geographic area in the country.
- The Census of Governments provides comprehensive data about the nearly 90,000 state and local governments in the nation every 5 years.

Surveys

- The American Community Survey (ACS) is an ongoing annual survey that shows what the U.S. population looks like and how it lives. The ACS helps communities decide where to target services and resources.
- Demographic surveys measure income, poverty, education, health insurance coverage, housing quality, crime victimization, computer usage, and many other subjects.
- Economic surveys are conducted monthly, quarterly, and annually. They
 cover selected sectors of the nation's economy and supplement the
 Economic Census with more frequent information about the dynamic
 economy. These surveys yield more than 400 annual economic reports,
 including principal economic indicators.
- Sponsored surveys are demographic and economic surveys that we conduct for other government agencies. They include the Current Population Survey, the National Health Interview Survey, and the National Survey of College Graduates.
- The Small Business Pulse Survey provides detailed information on the effect of the COVID-19 pandemic on small businesses as well as their participation in federal programs such as the Paycheck Protection Program.

Our Mission

The U.S. Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy.



Our History

Thomas Jefferson directed the first census in 1790. As required by the U.S. Constitution, a census has been taken every 10 years thereafter. In 1840, the Census Act authorized the establishment of a centralized Census Office. In 1902, the Census Office became a permanent organization within the Department of Interior. A year later, it was remand the Bureau of the Census and moved to the new Department of Commerce and Labor.



Journalists and The American Community Survey The Public Information Office



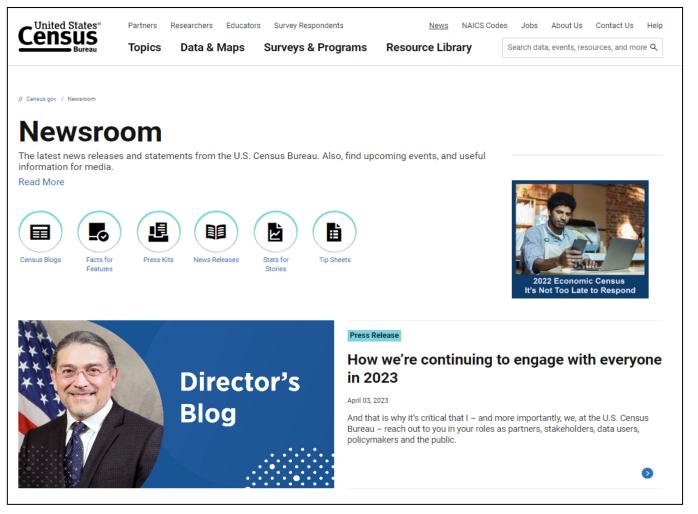
Contact us at pio@census.gov or by phone 301-763-3030





Journalists and The American Community Survey

Newsroom





Newsroom (census.gov)



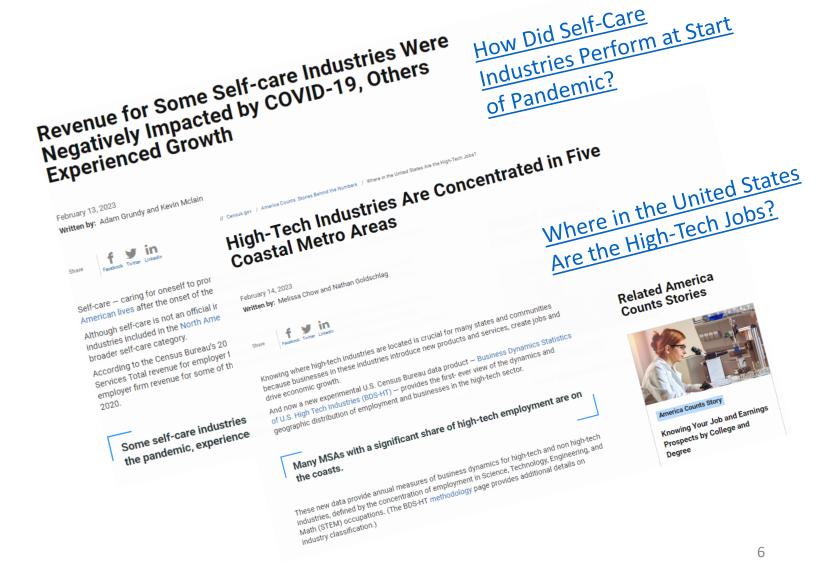
Journalists and The American Community Survey

America Counts: Stories Behind the Numbers



America Counts

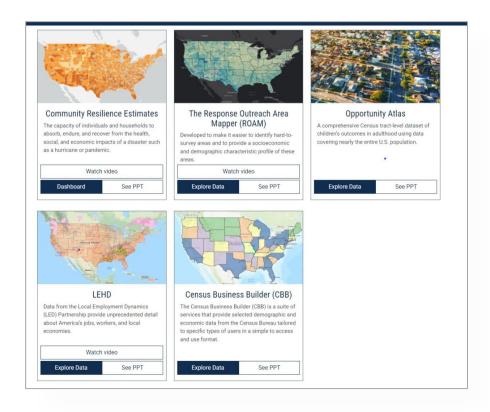
features stories using U.S. Census Bureau data that give realworld application and context to the data.





Journalists and The American Community Survey Data Equity

- Census Bureau surveys and programs have long measured equity gaps across demographic groups.
- Publicly available data and tools can help identify vulnerable and underserved communities.
- The Census Bureau is committed to raising awareness about data, tools, and resources available to help federal, state, local governments, and community groups identify underserved communities and equitably distribute resources.



Advancing Equity with Data (census.gov)



Ryan Ricciardi, Data Scientist





US moved online, worked more from home as pandemic

raged



Texas leads the country in the percentage of uninsured people

P Patch

Household Income In PA Went Up During Pandemic: See New Data



U.S. rents surge, leaving behind generation of younger workers



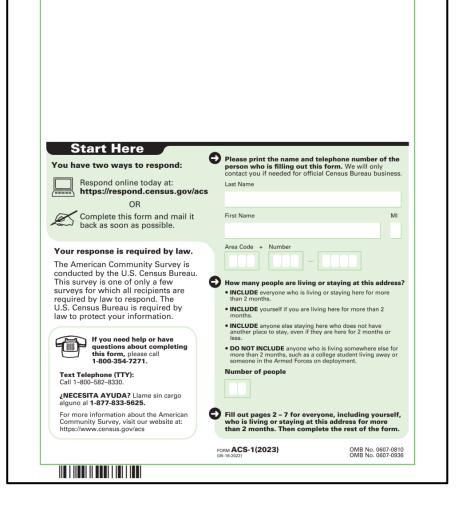
<u>U.S. poverty rate is 12.8% but varies significantly by age</u> groups



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 addresses and helps inform how trillions of dollars in federal funds are distributed each year
- Covers **40+ topics**, supports over **300** evidence-based federal government uses
- Three key annual data releases:
 - 1-year Estimates (for large populations, geographies of 65,000+ population)
 - 1-year Supplemental Estimates (for small populations, geographies of 20,000+ population)
 - 5-year Estimates (for very small populations, geographies down to Census Tracts and Block Groups)



The American Community Survey

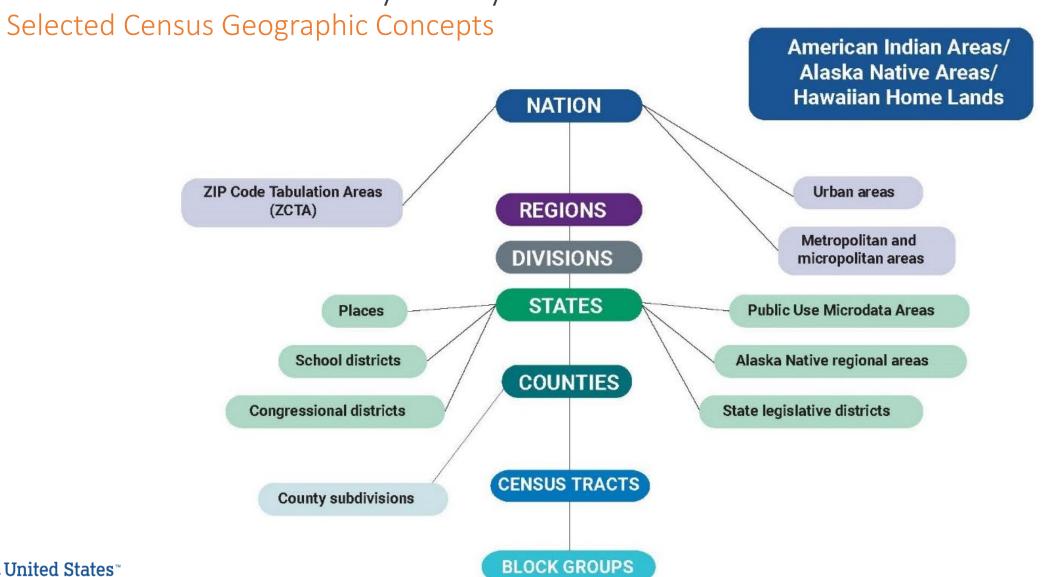
Census Census



The American Community Survey Content Overview

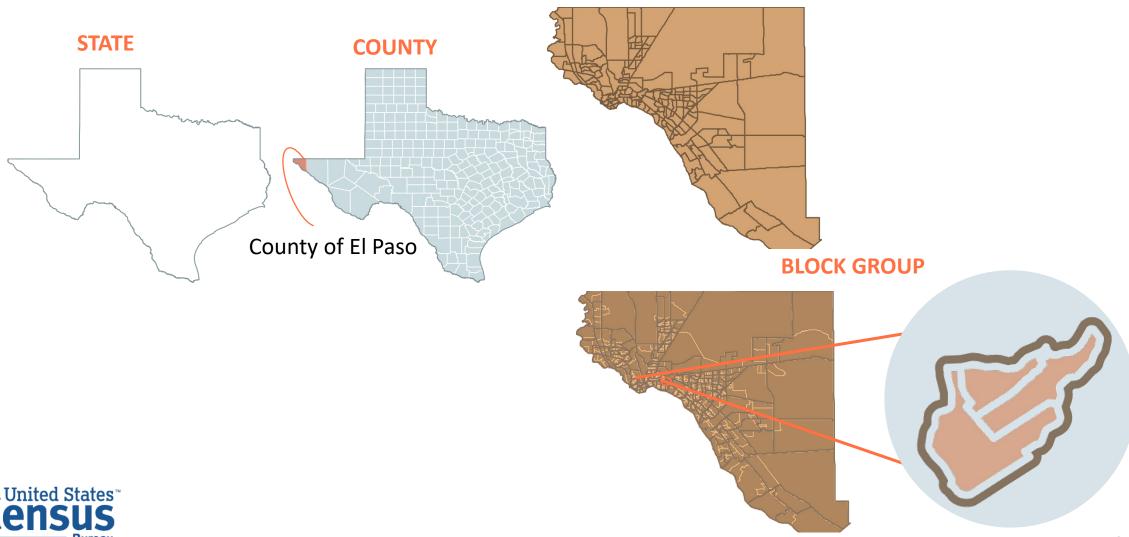
| POPULATION | | HOUSING |
|---|--|--|
| SOCIAL Ancestry Citizenship Citizen Voting Age Population Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans | DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex | Computer & Internet Use Costs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







The American Community Survey Selected Census Geographic Concepts



CENSUS TRACT

The American Community Survey Availability of Data Products



| Estimated Population of Geographic Area | 1-Year Estimates | 1-Year Supplemental Estimates | 5-Year Estimates |
|---|--------------------|----------------------------------|------------------|
| 65,000 or more | X | X | X |
| 20,000 to 64,999 | | X | X |
| Less than 20,000 | | | X |
| Typical Release Month (Occurs in the calendar year after data collection) | September | October | December |
| 2022 Planned Data Release Dates | September 14, 2023 | October 19, 2023 | December 7, 2023 |



Data Product Type: Profiles

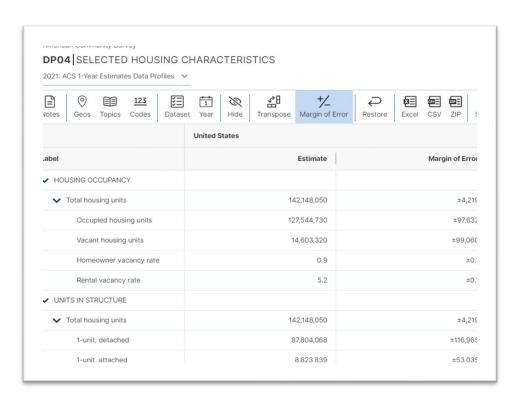




- Offer a broad look at a community's social, economic, housing, and demographic characteristics
- Generally include many different variables
- Geography or population group is at the center

Types

- Data Profiles (DP)
- Comparison Profiles (CP)
- Selected Population Profiles (S0201)

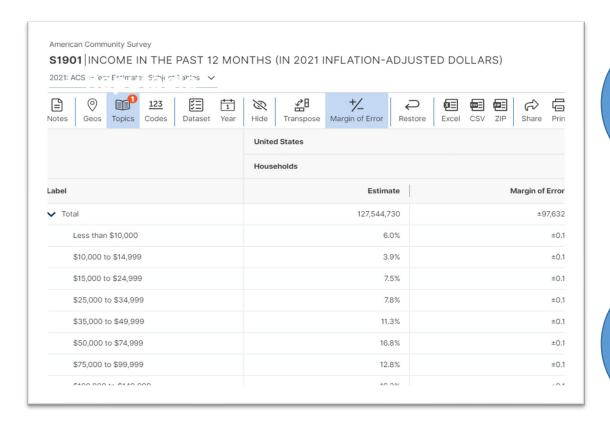




census.gov/programs-surveys/acs/data/data-tables/table-ids-explained.html

Data Product Types: Tables





Description

- A precise or detailed view of a subject
- Subject matter is at the center of the table

Types

- Detailed Tables (B or C)
- Supplemental Table (K20)
- Subject Tables (S)
- Ranking Tables (R)
- Geographic Comparison Tables (GCT)



census.gov/programs-surveys/acs/data/data-tables/table-ids-explained.html

Selected Ways to Access Data



data.census.gov



My Community Explorer



QuickFacts



OnTheMap for Emergency

Management



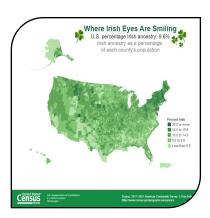
My Congressional District



Census Business Builder



My Tribal Area



Application Programming Interface



The American Community Survey data.census.gov



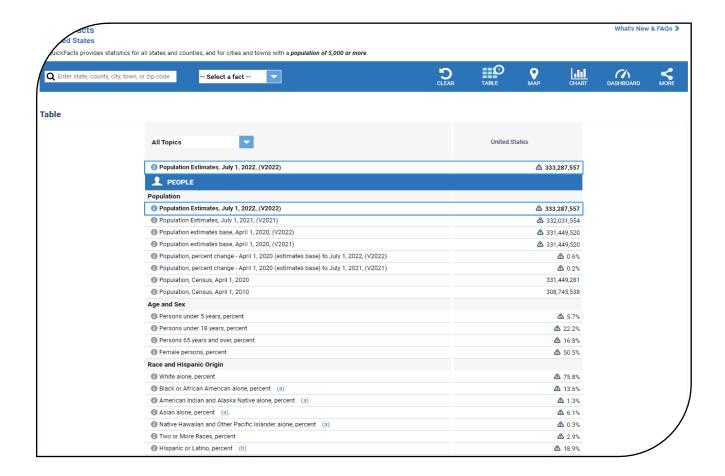
Features:

- Census Bureau's main data dissemination platform
- Filter by geography, surveys, topics, and years
- Download data files and/or create customized maps
- Includes ACS data from 2010 to present



data.census.gov

The American Community Survey QuickFacts



Features:

- Easy way to access facts about people, business, and geography
- Includes all states, counties, cities, and towns with a population of 5,000+
- Includes data from ACS 5-year estimates, Population Estimates Program, and more





American Communities Project

USING THE ACS TO EXPLORE AMERICAN FRAGMENTATION

Dante Chinni, ACP Director, Chinni@msu.edu

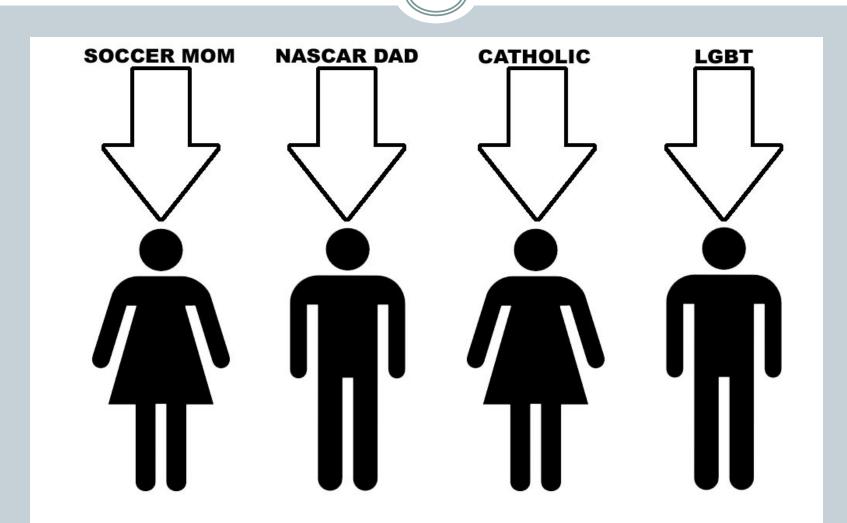


Who are we and how are we doing?

Averages mask nuance and subtlety.

- National Unemployment 2021: Overall 5.3%, white 4.7%, Black 8.6%, Hispanic 6.8%
- Median weekly earnings 2021: National Average \$1,008, Professional degree \$1,924, Bachelor's degree \$1,334, High School diploma \$809
- Life Expectancy 2019: National Average 78.8 years,
 California 80.9 years, Mississippi 74.4 years.

Slicing into Demographic Groups

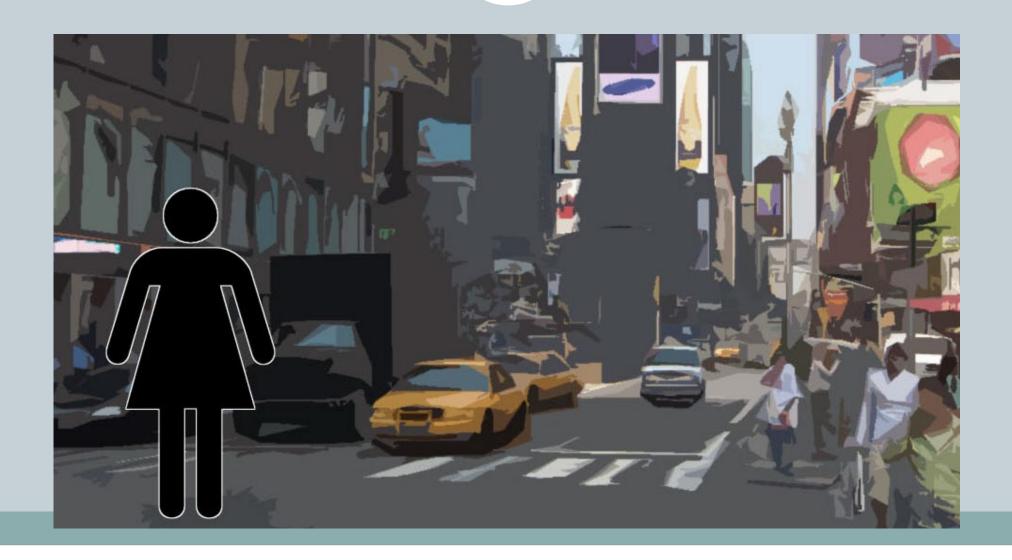


Lost in the Slices

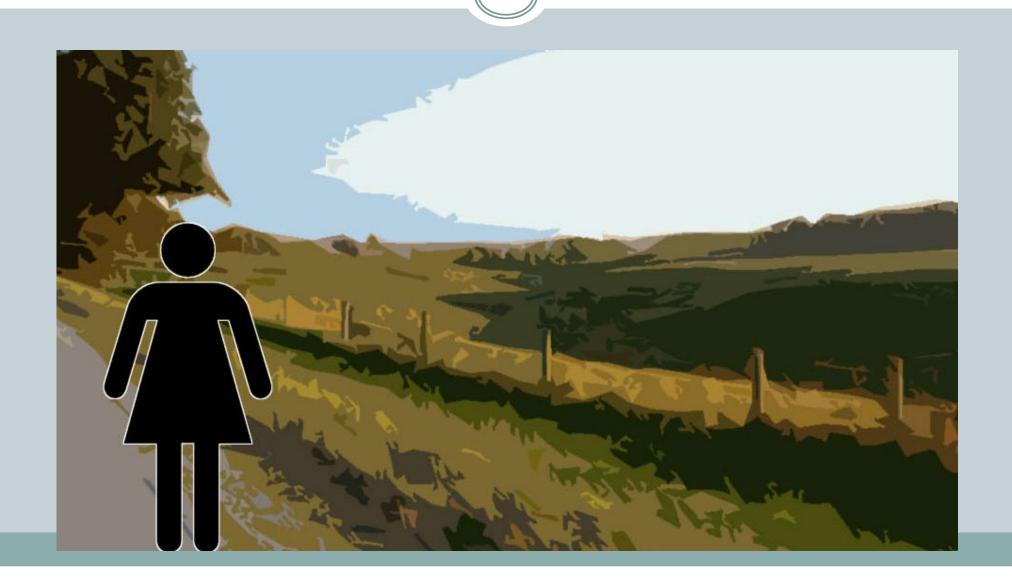
Demographic slicing removes people from their environment and pays little or no attention to the surrounding influences



So that this....

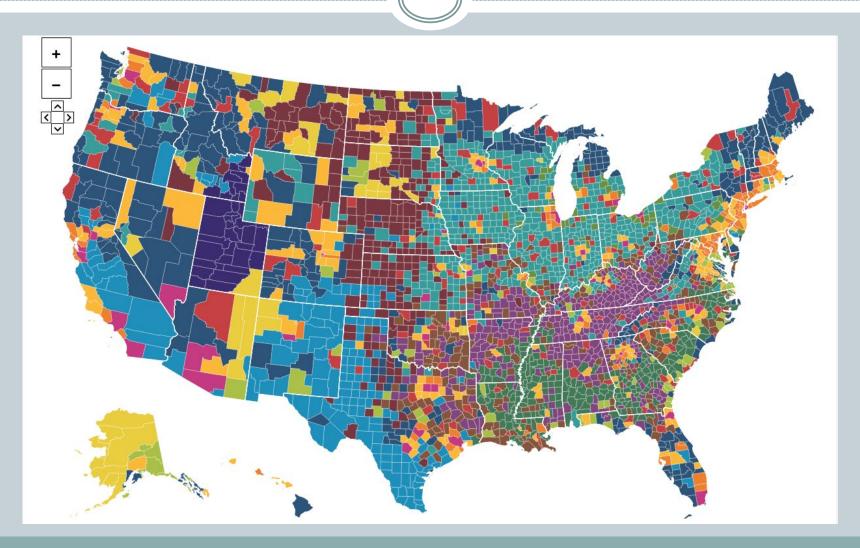


... is seen just like this





American Communities Project



The American Communities Project

15 County Types created with 36 demographic data points

| Number of Counties | Names | Total Population |
|--------------------|------------------------|------------------|
| 272 | African American South | 13,137,223 |
| 268 | Aging Farmlands | 1,130,818 |
| 48 | Big Cities | 81,208,168 |
| 171 | College Towns | 24,920,282 |
| 375 | Evangelical Hubs | 9,859,901 |
| 196 | Exurbs | 31,248,256 |
| 396 | Graying America | 16,115,418 |
| 178 | Hispanic Centers | 17,437,124 |
| 39 | LDS Enclaves | 3,523,070 |
| 57 | Middle Suburbs | 12,176,963 |
| 77 | Military Posts | 9,766,781 |
| 45 | Native American Lands | 914,028 |
| 628 | Rural Middle America | 24,177,102 |
| 112 | Urban Suburbs | 70,195,736 |
| 280 | Working Class Country | 10,758,006 |

Merging the Ideas of Demos and Place

Using 36 data points from 3,100 counties to create types of communities. ACS data except for religion.

- Measure using standard deviations from the mean.
- Have the computer cluster like places.
- Some of the data points: % of all Racial Groups and Hispanic, %
 Married, % in Military, % in College, % Manufacturing Employment,
 Median HH Income, Family Size, Housing Values, Population Density,
 Religious Affiliation.

Different Communities, Different Worlds

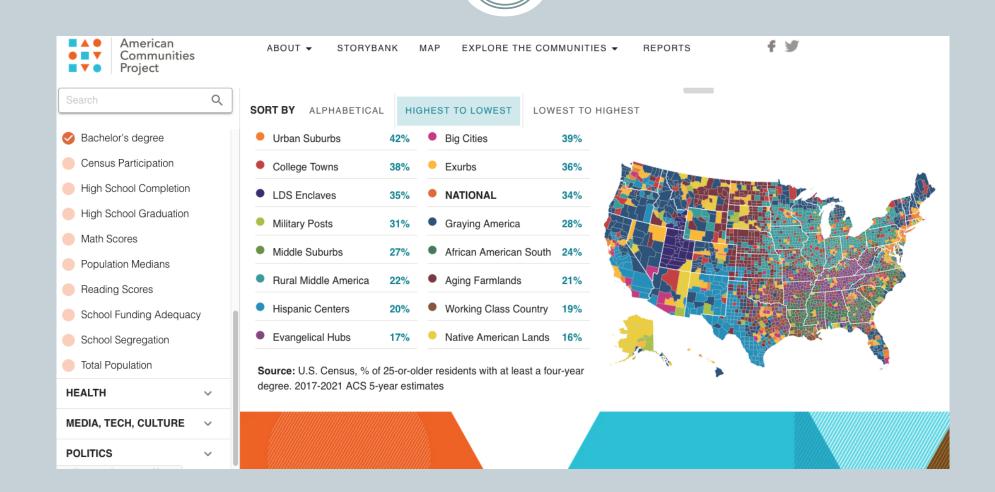
- Self-segregation has us moving into like-minded groups.
- Different economies and cultural norms at the community level leads to very different perspectives.
- Niche marketing, digital media and social media accentuate those differences.
- The Result: We don't just live in different communities, but in different realities.

Understanding American Fragmentation

New Three-Year Grant from RWJF

- Data Conduct three surveys (one each year) around the ACP's 15 types to explore where the nation's divides are and what's driving them
- Field work Use the survey results to locate communities to visit so that we can see what the divides and commonalities look like on the ground.

A Data Clearinghouse to Explore Differences



Using the Breakdown in Journalism - 1



Directly on the ACP site

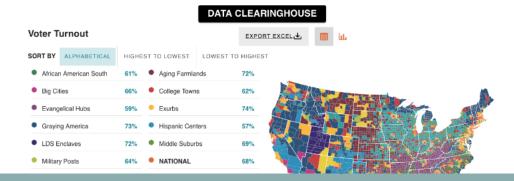
Where Democrats and Republicans Can Juice Their Bases in 2024

by Dante Chinni | June 01, 2023

We're not even halfway through 2023 and there is already talk of the 2024 presidential campaign, specifically how it could be a rerun of the 2020 contest between President Joe Biden and former President Donald Trump.

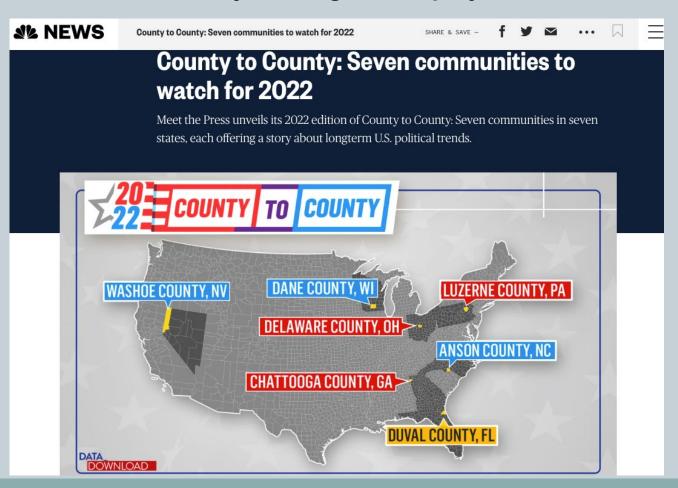
The 2020 campaign race stood out for a long list of reasons — from Covid-19 to false claims of a rigged vote by Trump — but massive voter turnout played a huge role in the results. The 2023 County Health Rankings & Roadmaps estimated that about 68% of eligible voters cast a ballot in 2020. That would be the highest number in several decades, according to data from the MIT Election and Data Science Lab.

But 68% is the national figure. The numbers varied considerably across the 15 American Communities Project types — from more than 74% in the Exurbs to about 54% in the Native American Lands.



Using the Breakdown in Journalism - 2

More subtly for longer-term projects



Using the Breakdown in Journalism - 3

Behind the scenes to spot trends



Data as the Core of Understanding

- In a complicated world, the ACS data is sensemaker and can explain possible "whys" behind stories.
- The variety of data collected covers a wide array of topics and issues that can be explored.
- Combining data sets can help sort through and explain the divisions in the nation.

Questions?

ACS Main Page



Partners

Educators Researchers

Survey Respondents

News

NAICS Codes

Jobs

About Us

Contact Us

Topics

Data & Maps

Surveys & Programs

Resource Library

Search data, events, resources, and more Q

// Census.gov / Our Surveys & Programs / American Community Survey (ACS)

Within Our Surveys & **Programs**

About the ACS

Respond to the ACS

News & Updates

Data

Microdata

Guidance for Data Users

Geography & ACS

Technical Documentation

American Community Survey (ACS)

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.



Featured

Respond to the ACS

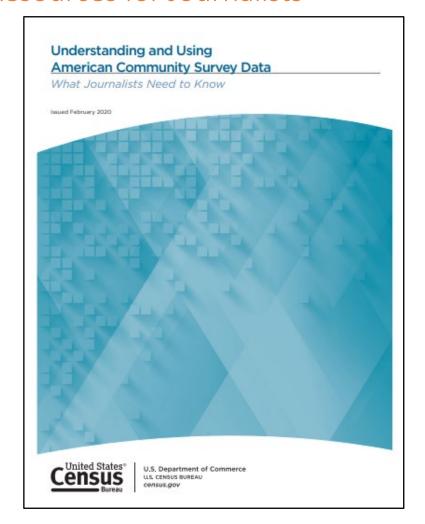
Learn the different ways to respond to the American Community Survey -- online, by phone, by email. Read our FAQs or call us for more help with the survey.

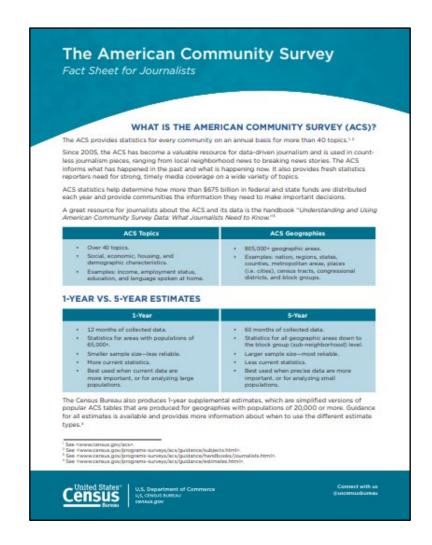


census.gov/acs



ACS Resources for Journalists

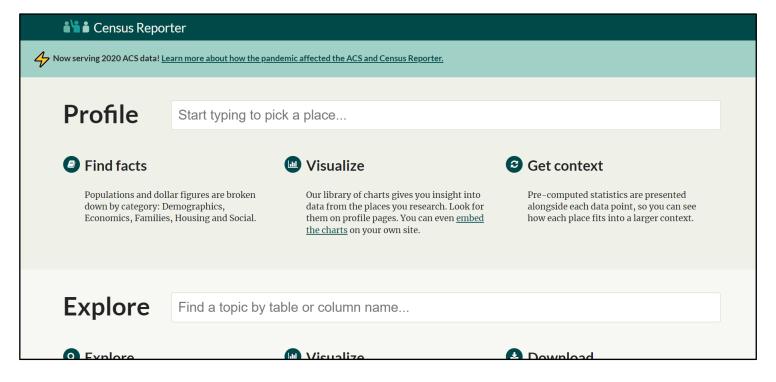








Census Reporter



censusreporter.org





Tutorial

How to Access American Community Survey Data Using Census Reporter

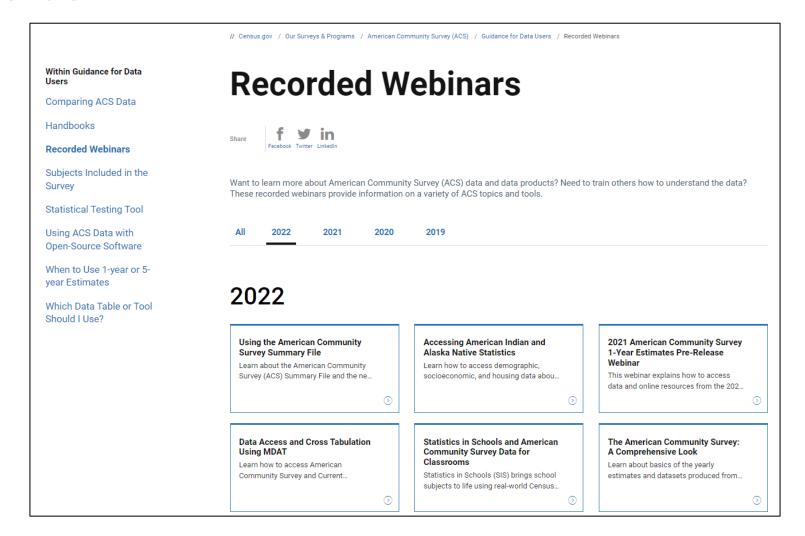
In this Data Gem you will learn about Census Reporter, a tool that allows you to access and visualize ACS data for a variety of topics and geographic levels.



census.gov/data/academy/data-gems/2021/how-to-access-acs-data-using-census-reporter.html



Recorded Webinars





census.gov/programs-surveys/acs/guidance/training-presentations.html



The American Community Survey Stay Connected















Journalists and The American Community Survey For Further Information

Media

Public Information Office pio@census.gov 301-763-3030

Website

census.gov/acs

Non-Media

Customer Service Center 1-800-923-8282 or 301-763-INFO (4636)

Source Us

U.S. Census Bureau, 2021 American Community Survey, 1-year estimates

Social Media

@uscensusbureau #ACSdata



Journalists and The American Community Survey Questions



Ask a Question:

• To ask a question, use the "Raise Hand" feature. You will be prompted to ask your question in the order you raised your hand.

Recording of today's webinar will be available on the Census Academy at: www.census.gov/data/academy/webinars/2023/journalists-and-the-acs.html



Journalists and The American Community Survey Connect with the Census Bureau

Visit the Census Bureau Newsroom at www.census.gov to sign up for regular updates on the census operations timeline, data sources, and press releases.











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Journalists and The American Community Survey Evaluation

Please complete our brief evaluation Tell us what we could improve and what we did

Link to evaluation in chat

