AGENDA

- Overview of Hispanic Origin, Race, Foreign Born, and Ancestry concepts
- Overview of Hispanic Population
- Overview of ACS and Datasets available
- Hispanic Population Projections
- Overview of Census Geography
- Overview of Data Access Tools
- Questions
What is the difference?

**RACE:**
- White
- Black
- American Indian or Alaska native
- Asian (detailed groups)
- Pacific Islander

**HISPANIC ORIGIN:**
- Hispanic, Latino, or Spanish Origin (detailed groups)
- Can be of any race and ancestry

**FOREIGN BORN:**
- Based on the Place of Birth (Example: Russia, Brazil, Bulgaria, etc.). Could be of any race, origin, and ancestry.

**ANCESTRY:**
- Respondents can have multiple ancestries. (Example: Russian, Brazilian, Bulgarian, etc.)
2010 Census Ethnicity Question (asked since 1970)

2010 Census Race Question (asked since 1790)

- The Office of Management and Budget (OMB) establishes the standards for the classification of federal data on race and ethnicity: whitehouse.gov/omb/fedreg_1997standards
A History of the Hispanic or Latino Population
United States

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>9,589,216</td>
</tr>
<tr>
<td>1980</td>
<td>14,608,673</td>
</tr>
<tr>
<td>1990</td>
<td>22,354,059</td>
</tr>
<tr>
<td>2000</td>
<td>35,305,818</td>
</tr>
<tr>
<td>2010</td>
<td>50,477,594</td>
</tr>
</tbody>
</table>
U.S. Hispanic or Latino Population Growth

- 1970: 9,589,216
- 1980: 14,608,673
- 1990: 22,354,059
- 2000: 35,305,818
- 2010: 50,477,594

Percentage Growth:
- 1970: 52%
- 1980: 53%
- 1990: 58%
- 2010: 43%
2010 United States Population by Race Not Hispanic and Hispanic

- **White**: 63.7%
- **Black or African American**: 12.2%
- **American Indian/Alaska Native**: 0.7%
- **Asian**: 4.7%
- **NHOPI**: 0.2%
- **Other**: 0.2%
- **2+ Races**: 1.9%
- **Hispanic**: 16.3%

Percentages are as follows:

- **White**: 63.7%
- **Black or African American**: 12.2%
- **AIAN**: 0.7%
- **Asian**: 4.7%
- **NHOPI**: 0.2%
- **Other**: 0.2%
- **2+ Races**: 1.9%
- **Hispanic or Latino**: 16.3%
### 2010 U.S. Hispanic or Latino Population by Group

<table>
<thead>
<tr>
<th>Hispanic or Latino</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexican</td>
<td>31,798,258</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>4,623,716</td>
</tr>
<tr>
<td>Cuban</td>
<td>1,785,547</td>
</tr>
<tr>
<td>Dominican</td>
<td>1,414,703</td>
</tr>
<tr>
<td>Guatemalan</td>
<td>1,044,209</td>
</tr>
<tr>
<td>Salvadoran</td>
<td>1,648,968</td>
</tr>
<tr>
<td>Other Hispanic</td>
<td>8,162,193</td>
</tr>
<tr>
<td><strong>Total Hispanic or Latino</strong></td>
<td><strong>50,477,594</strong></td>
</tr>
</tbody>
</table>
## Top 10 States Hispanic or Latino Population

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>14,013,719</td>
<td>10,966,556</td>
<td>3,047,163</td>
<td>27.8</td>
</tr>
<tr>
<td>Texas</td>
<td>9,460,921</td>
<td>6,669,666</td>
<td>2,791,255</td>
<td>41.8</td>
</tr>
<tr>
<td>Florida</td>
<td>4,223,806</td>
<td>2,682,715</td>
<td>1,541,091</td>
<td>57.4</td>
</tr>
<tr>
<td>New York</td>
<td>3,416,922</td>
<td>2,867,583</td>
<td>549,339</td>
<td>19.2</td>
</tr>
<tr>
<td>Illinois</td>
<td>2,027,578</td>
<td>1,530,262</td>
<td>497,316</td>
<td>32.5</td>
</tr>
<tr>
<td>Arizona</td>
<td>1,895,149</td>
<td>1,295,617</td>
<td>599,532</td>
<td>46.3</td>
</tr>
<tr>
<td>New Jersey</td>
<td>1,555,144</td>
<td>1,117,191</td>
<td>437,953</td>
<td>39.2</td>
</tr>
<tr>
<td>Colorado</td>
<td>1,038,687</td>
<td>735,601</td>
<td>303,086</td>
<td>41.2</td>
</tr>
<tr>
<td>New Mexico</td>
<td>953,403</td>
<td>765,386</td>
<td>188,017</td>
<td>24.6</td>
</tr>
<tr>
<td>Georgia</td>
<td>853,689</td>
<td>435,227</td>
<td>418,462</td>
<td>96.1</td>
</tr>
<tr>
<td>Nevada</td>
<td>716,501</td>
<td>393,970</td>
<td>322,531</td>
<td>81.9</td>
</tr>
</tbody>
</table>
2000 and 2010 Hispanic or Latino Population by Region

Census Regions and Divisions of the United States

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
**Growth of Hispanic Population by Region**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>20,596,439</td>
<td>15,340,503</td>
<td>5,255,936</td>
<td>34 .3</td>
</tr>
<tr>
<td>Midwest</td>
<td>4,661,678</td>
<td>3,124,532</td>
<td>1,537,146</td>
<td>49 .2</td>
</tr>
<tr>
<td>Northeast</td>
<td>6,991,969</td>
<td>5,254,087</td>
<td>1,737,882</td>
<td>33 .1</td>
</tr>
<tr>
<td>South</td>
<td>18,227,508</td>
<td>11,586,696</td>
<td>6,640,812</td>
<td>57 .3</td>
</tr>
</tbody>
</table>

- 28.6% of the Hispanic population resides in the West (24.3% in 2000)
- 7.2% of all Hispanics reside in the Midwest (4.9% in 2000)
- 12.6% of all Hispanics reside in the Northeast (9.8% in 2000)
- 15.9% of all Hispanics reside in the South (11.6% in 2000)
## Hispanic or Latino Population (of any race)  
2015 American Community Survey 1-year Estimates

<table>
<thead>
<tr>
<th>Hispanic Origin</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Hispanic</td>
<td>56,496,122</td>
</tr>
<tr>
<td>Mexican</td>
<td>35,797,080</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>5,372,759</td>
</tr>
<tr>
<td>Cuban</td>
<td>2,106,501</td>
</tr>
<tr>
<td>Salvadoran</td>
<td>2,171,894</td>
</tr>
<tr>
<td>Dominican</td>
<td>1,873,097</td>
</tr>
<tr>
<td>Guatemalan</td>
<td>1,377,500</td>
</tr>
<tr>
<td>Other Hispanic</td>
<td>13,219,782</td>
</tr>
</tbody>
</table>
What is the ACS?

An ongoing monthly survey sent to 3.5 million addresses

- Data collection through four modes: Internet, Mail, Telephone, Personal Visit

Annually produces 1-year and 5-year period datasets:

- Detailed population and housing estimates previously collected on the decennial long form
- Critical information on small areas and small population groups
- Over 11 billion estimates for over 35,000 communities
Race and Ethnicity Questions on the ACS

Note: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this survey, Hispanic origins are not races.

5. Is Person 1 of Hispanic, Latino, or Spanish origin?
   - [ ] No, not of Hispanic, Latino, or Spanish origin
   - [ ] Yes, Mexican, Mexican Am., Chicano
   - [ ] Yes, Puerto Rican
   - [ ] Yes, Cuban
   - [ ] Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

6. What is Person 1’s race? Mark (X) one or more boxes.
   - [ ] White
   - [ ] Black or African Am.
   - [ ] American Indian or Alaska Native — Print name of enrolled or principal tribe.
   - [ ] Asian Indian
   - [ ] Chinese
   - [ ] Filipino
   - [ ] Other Asian – Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
   - [ ] Japanese
   - [ ] Korean
   - [ ] Vietnamese
   - [ ] Native Hawaiian
   - [ ] Guamanian or Chamorro
   - [ ] Samoan
   - [ ] Other Pacific Islander – Print race, for example, Fijian, Tongan, and so on.
   - [ ] Some other race – Print race.
Place of Birth and Ancestry Questions on the ACS

7. Where was this person born?
   - In the United States - Print name of state.
   - Outside the United States - Print name of foreign country, or Puerto Rico, Guam, etc.

8. Is this person a citizen of the United States?
   - Yes, born in the United States → SKIP to 10a
   - Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas
   - Yes, born abroad of U.S. citizen parent or parents
   - Yes, U.S. citizen by naturalization - Print year of naturalization
   - No, not a U.S. citizen

9. When did this person come to live in the United States? Print numbers in boxes.
   - Year

13. What is this person’s ancestry or ethnic origin?
   (For example: Italian, Jamaican, African Am., Cambodian, Cape Verdean, Norwegian, Dominican, French Canadian, Haitian, Korean, Lebanese, Polish, Nigerian, Mexican, Taiwanese, Ukrainian, and so on.)
2010 Census vs. ACS

2010 Census

100% Data
How many people live in the U.S.?
Point in time
April 1, 2010
Count - People, Housing units,

American Community Survey

Sample Data
How do people live in the U.S.?
Period in Time
1yr, 5yr
Characteristics
Income, Poverty, Education

2000 Long Form
SF3 & SF4
Items in red were also collected on the 2010 Census

Demographic Characteristics
- Age
- Sex
- Race
- Hispanic Origin
- Household Relationship
- Group Quarters

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

Economic Characteristics
- Income
- Poverty
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work

Housing Characteristics
- Tenure (Rent/Own)
- Occupancy
- Structure
- Housing Value
- Taxes & Insurance
- Utilities
- Mortgage/ Monthly Rent
## ACS Data Products

<table>
<thead>
<tr>
<th>Data Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Profiles</td>
<td>Provide broad social, economic, housing, and demographic profiles.</td>
</tr>
<tr>
<td>Narrative profiles</td>
<td>Summarize the information in the data profiles using concise, nontechnical text.</td>
</tr>
<tr>
<td>Comparison profile</td>
<td>Compares over 5-year period selected enhancements.</td>
</tr>
<tr>
<td>Selected population profiles</td>
<td>Provide broad social, economic, and housing profiles for a large number of race, ethnic, ancestry, and country/region of birth groups.</td>
</tr>
<tr>
<td>Detailed tables</td>
<td>Provide access to the most detailed ACS data and cross tabulations of ACS variables.</td>
</tr>
<tr>
<td>Subject tables</td>
<td>Similar to data profiles but include more detailed ACS data, classified by subject.</td>
</tr>
<tr>
<td>Ranking tables</td>
<td>Provide state rankings of estimates across 86 key variables.</td>
</tr>
<tr>
<td>Geographic comparison tables</td>
<td>Compare geographic areas other than states (e.g., counties or congressional districts) for key variables.</td>
</tr>
<tr>
<td>Quick table</td>
<td>Predefined table with frequently requested information for a single geographic area.</td>
</tr>
</tbody>
</table>
ACS Data Sets

CURRENT DATA AVAILABLE

- Areas with a population **65,000+**: 1-year estimates
  

  All areas (incl. census tracts & block groups): 5-year estimates

The Hispanic or Latino Population Boom

The Hispanic or Latino population will nearly double after mid century and nearly one in three U.S. residents would be Hispanic in 2060!

The Hispanic or Latino population is projected to grow from 35.3 million in 2000 to 120.2 million in 2050 and to 128.8 million in 2060

Their share of the nation’s population would nearly double from 16.3% in 2010 to 30.6% by 2060.
## Projections of the Hispanic or Latino Population

<table>
<thead>
<tr>
<th>Year</th>
<th>July 1 Estimate</th>
<th>Percent of U.S. Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>57,075,000</td>
<td>17.8</td>
</tr>
<tr>
<td>2020</td>
<td>63,784,000</td>
<td>19.1</td>
</tr>
<tr>
<td>2025</td>
<td>70,973,000</td>
<td>20.5</td>
</tr>
<tr>
<td>2030</td>
<td>78,655,000</td>
<td>22.0</td>
</tr>
<tr>
<td>2035</td>
<td>86,659,000</td>
<td>23.4</td>
</tr>
<tr>
<td>2040</td>
<td>94,876,000</td>
<td>25.0</td>
</tr>
<tr>
<td>2045</td>
<td>103,259,000</td>
<td>26.5</td>
</tr>
<tr>
<td>2050</td>
<td>111,732,000</td>
<td>28.0</td>
</tr>
<tr>
<td>2055</td>
<td>120,242,000</td>
<td>29.3</td>
</tr>
<tr>
<td>2060</td>
<td>128,780,000</td>
<td>30.6</td>
</tr>
</tbody>
</table>
Hispanic or Latino Population Projections
Percent of Total U.S. Population

2000: 12.5%
2010: 16.3%
2020: 19.1%
2030: 22%
2040: 25%
2050: 28%
2060: 30.6%
## Projections by Race and Hispanic or Latino (in thousands)

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2030</th>
<th>2040</th>
<th>2050</th>
<th>2060</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>333,696</td>
<td>358,471</td>
<td>380,016</td>
<td>399,803</td>
<td>420,268</td>
</tr>
<tr>
<td>White alone</td>
<td>255,346</td>
<td>267,604</td>
<td>276,438</td>
<td>282,959</td>
<td>289,587</td>
</tr>
<tr>
<td>Black or African American alone</td>
<td>44,810</td>
<td>49,246</td>
<td>53,412</td>
<td>57,553</td>
<td>61,822</td>
</tr>
<tr>
<td>Amer. Indian</td>
<td>4,328</td>
<td>4,889</td>
<td>5,407</td>
<td>5,881</td>
<td>6,308</td>
</tr>
<tr>
<td>Asian alone</td>
<td>18,884</td>
<td>22,833</td>
<td>26,838</td>
<td>30,726</td>
<td>34,448</td>
</tr>
<tr>
<td>NHOPPI</td>
<td>824</td>
<td>969</td>
<td>1,107</td>
<td>1,241</td>
<td>1,367</td>
</tr>
<tr>
<td>2 or More Races</td>
<td>9,704</td>
<td>12,929</td>
<td>16,814</td>
<td>21,443</td>
<td>26,737</td>
</tr>
<tr>
<td><strong>Hispanic or Latino (any race)</strong></td>
<td>63,784</td>
<td>78,655</td>
<td>94,876</td>
<td>111,732</td>
<td>128,780</td>
</tr>
</tbody>
</table>
Selected Census Geographic Concepts—Legal Areas

- Nation
- States
- Counties
- Incorporated Places
- Minor Civil Divisions
- Congressional Districts
- School Districts
- Zip Codes
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
Small Area Census Geography
How it Fits Together

Census Tract > Place (City or CDP) > Census County Division (CCD) > County
Census Geography Hierarchy

Central axis describes a nesting relationship

- 600 to 3,000 population
- 240 to 1,200 housing units

• Cities and towns -- incorporated
• Census Designated Places (CDPs):
  - Unincorporated; no size threshold
  - Separate and distinct from city/town
  - Redefined each census

• 1,200 to 8,000 population (optimum 4,000)
• 480 to 3,200 housing units

Blocks are not defined by population and are the smallest geographic level at which data are ever released (Decennial Census, not the ACS)
Ways to Access

- ACS Main Page
- Narrative Profiles
- QuickFacts
- Census Explorer
- Census Business Builder
- My Congressional District
- My Tribal Area
- American FactFinder
- Application Programming Interface (API)
- Census Reporter
American Community Survey (ACS)

The American Community Survey helps local officials, community leaders and businesses understand the changes taking place in their communities. It is the premier source for detailed information about the American people and workforce.

What is the ACS?  How do I respond to the ACS?  Where can I get ACS data?

Latest

Data  News  Events  Library

Data Tables & Tools

The ACS provides data tables including Comparison and Selected Population Profiles, and Subject, Detailed, Ranking, and Geographic Comparison Tables.

Summary File Data

The ACS Summary File is a set of comma-delimited text files that contain all of the detailed tables for the ACS.

census.gov/acs
Narrative Profiles

When to use:
Browse statistics presented as a text-based report with plenty of colorful graphs and charts.

census.gov/acs/www/data/data-tables-and-tools/narrative-profiles
QuickFacts

When to use:
Find a fact fast. View selected estimates about social, economic, and housing characteristics for all states and counties, and for cities with more than 5,000 people.

census.gov/quickfacts
Census Explorer

When to use:
Explore selected estimates about people, education, income, and commuting in an interactive map to visualize how statistics change over time and across geographies.

census.gov/censusexplorer
Census Business Builder

When to use:
Offers prospective business owners selected Census Bureau statistics to guide their research into opening their new business.

census.gov/data/data-tools/cbb
My Congressional District

When to use:
Access selected statistics about your Congressional district collected through the American Community Survey (ACS) and County Business Patterns (CBP).

census.gov/mycd
My Tribal Area

When to use:
The Census Bureau collects data for the American Indian and Alaska Native (AIAN) population and publishes specific counts, estimates, and statistics. My Tribal Area gives you quick and easy access to selected statistics from the American Community Survey.

census.gov/tribal/
American FactFinder

When to use:
Search all ACS data for all geographies down to the block group level

factfinder.census.gov
When to use:
The Census application programming interface (API) lets developers create custom apps to reach new users and makes key demographic, socio-economic and housing statistics more accessible than ever before.

census.gov/developers
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

@uscensusbureau
#ACSdata

facebook.com/uscensusbureau

@uscensusbureau

youtube.com/user/uscensusbureau

Source us:
“U.S. Census Bureau’s American Community Survey”

YYYY-YYYY American Community Survey 1/5-year estimates/statistics/data release
- 2015 American Community Survey 1-year estimates
- 2011-2015 American Community Survey 5-year estimates
Resources: Need Assistance?

U.S. Census Bureau
Data Dissemination Specialist

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

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

For general questions:
census.askdata@census.gov
Questions?